

Vogue



HOLIDAY • TRAVEL • RESORT FASHIONS

DECEMBER 15, 1935 • PRICE 35 CENTS



NEW GRACE "SANTA" LINERS, the fastest and most luxurious ships cruising between New York and California, sail every two weeks. En route include visits to Puerto Colombia and Cartagena; Panama; El Salvador; an 80 mile trip in a special train to Guatemala City and Antigua; Mazatlan, Mexico; and, eastbound, Havana (Costa Rica, west-bound). GRACE Line also provides rail-water tours via the same South and Central American ports as far as Mazatlan, thence to Guadalajara, Mexico City and home by rail.



OUTDOOR, BUILT-IN, TILED SWIMMING POOLS and open-air Dining Rooms, high up on the Promenade Decks, with roll-back domes which open to the sky!

GRACE CRUISES

BETWEEN NEW YORK AND CALIFORNIA

(OR MEXICO CITY)



ALL OUTSIDE ROOMS WITH PRIVATE BATHS
Dorothy Gray Beauty Salons; pre-release talkies; gymnasiums—in fact every comfort and luxury!

THE LOUNGE ON A NEW GRACE "SANTA"



For full particulars ask your travel agent or GRACE LINE, New York; Boston; Washington, D. C.; Pittsburgh; Chicago; San Francisco; Los Angeles; Seattle.

DECEMBER 15, 1935

henri Bendel inc

Glamorous as
southern moonlight
...diaphanous chiffon
and statuesque satin
...both created by
Henri Bendel.



FORBATH & REJANE

TEN WEST FIFTY SEVEN ♦ NEW YORK

GIFTS BY GUERLAIN



VOL DE NUIT, perfume of the elegants, from \$10.00 **SHALIMAR**, for headlong romance, from \$16.00
L'HEURE BLEUE, witchery of twilight, from \$6.50 **SOUS LE VENT**, Guerlain's newest perfume, from \$10.00

GUERLAIN

PARFUMEUR

PARIS

Beauty

THAT IS MORE THAN DIAL DEEP



Watch—Hamilton ALDYCE. 17 jewels. 10% iridium platinum, 46 diamonds. \$250. (Diamond bracelet extra.) Ring—Golden sapphire, Marcus & Co., N. Y. Cape—White fox, Revillon Freres, N. Y.

HAMILTON

EMILY POST gives this advice to a woman who would like to please a man—"wear a watch that keeps accurate time, and go by it."*... Certainly a watch in which accuracy is merely incidental to beauty will not do. Yet can a watch be both a tiny adornment and an accurate timekeeper?... The new Hamilton wrist models shown here tell their own story of beauty. The name Hamilton speaks for their accuracy. Hamilton's reputation for dependable, accurate timekeeping is preciousely protected. Every Hamilton contains no less than 17 fine jewels, and every Hamilton is cased in the highest quality of platinum, solid gold, or filled gold. See these new ladies' models at your jeweler's.



***FREE!** The above quotation is from Emily Post's new little book, "Time Etiquette," an interesting and valuable guide to conduct in the social and business life of the modern woman. Every woman should read this book. We shall be glad to mail you a FREE COPY of "Time Etiquette" upon request. Write Hamilton Watch Company, 847 Columbia Avenue, Lancaster, Penna.



A watch should indeed be a "lovely ornament on a woman's wrist." On that, the THALIA speaks for itself. The name Hamilton speaks for its accuracy. 17 jewels, and 30 sparkling diamonds set in a case of 10% iridium platinum. The price of the THALIA is \$200.



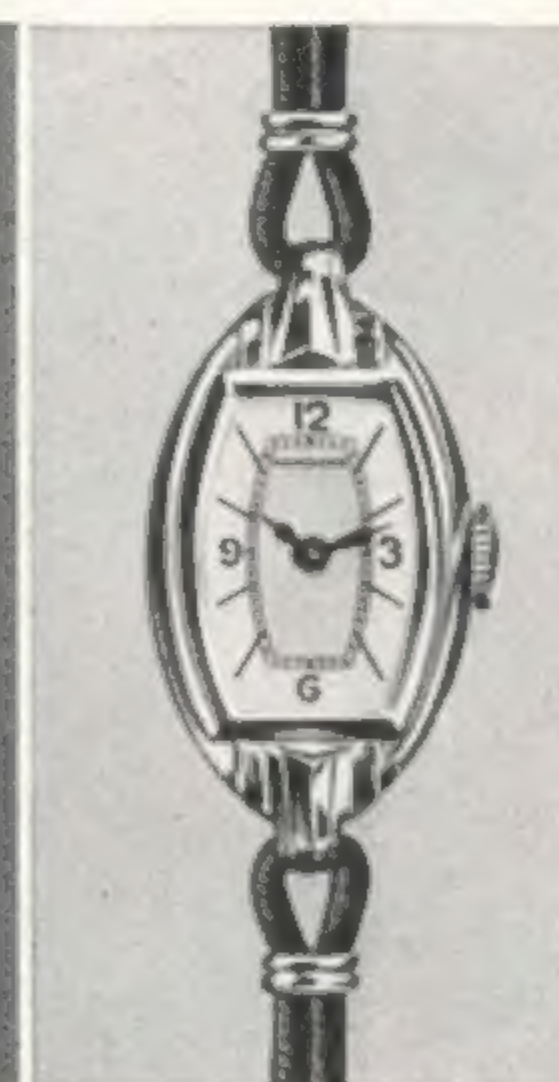
Daintily feminine in its curved slenderness is the MARGOT, one of our new diamond-set watches. Its 18K white gold case is enlivened by 8 fine diamonds set in platinum. It has a 17 jewel movement. Yet the price is only \$125.



Hamilton started a new vogue—the round watch—last season. Here is a new round model—the CYNTHIA. How do you like its modern applied gold "marker" dial? 17 jewels. 14K solid gold, white or natural yellow. This watch sells at \$65.



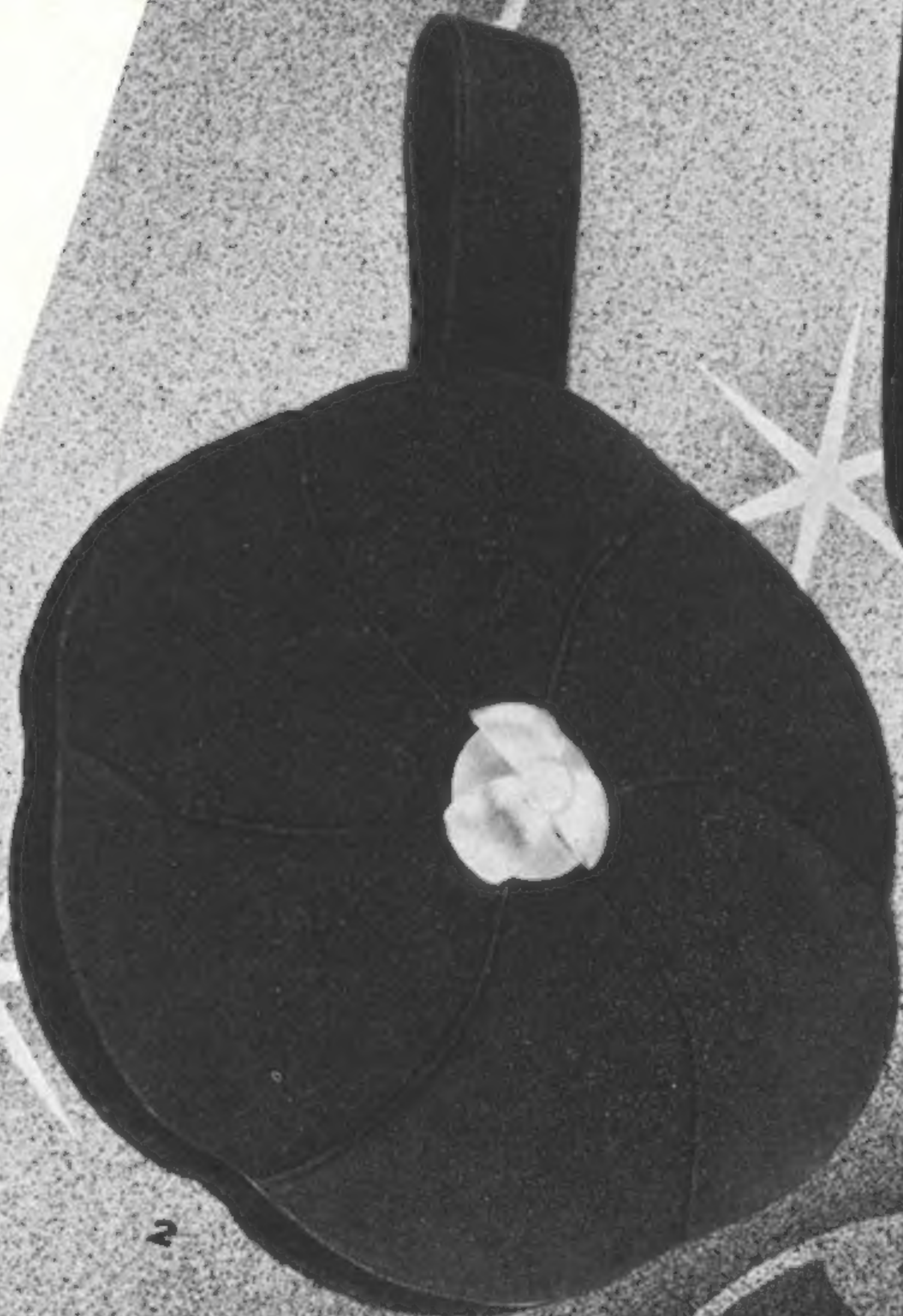
Do you prefer rectangles to circles? Very well, here is the ROBERTA—smartly modern in its lines, with 17 jewel accuracy in its "heart." 14K filled gold, white or natural yellow. Filled gold bracelet (shown), \$55. Cord, \$52.50.



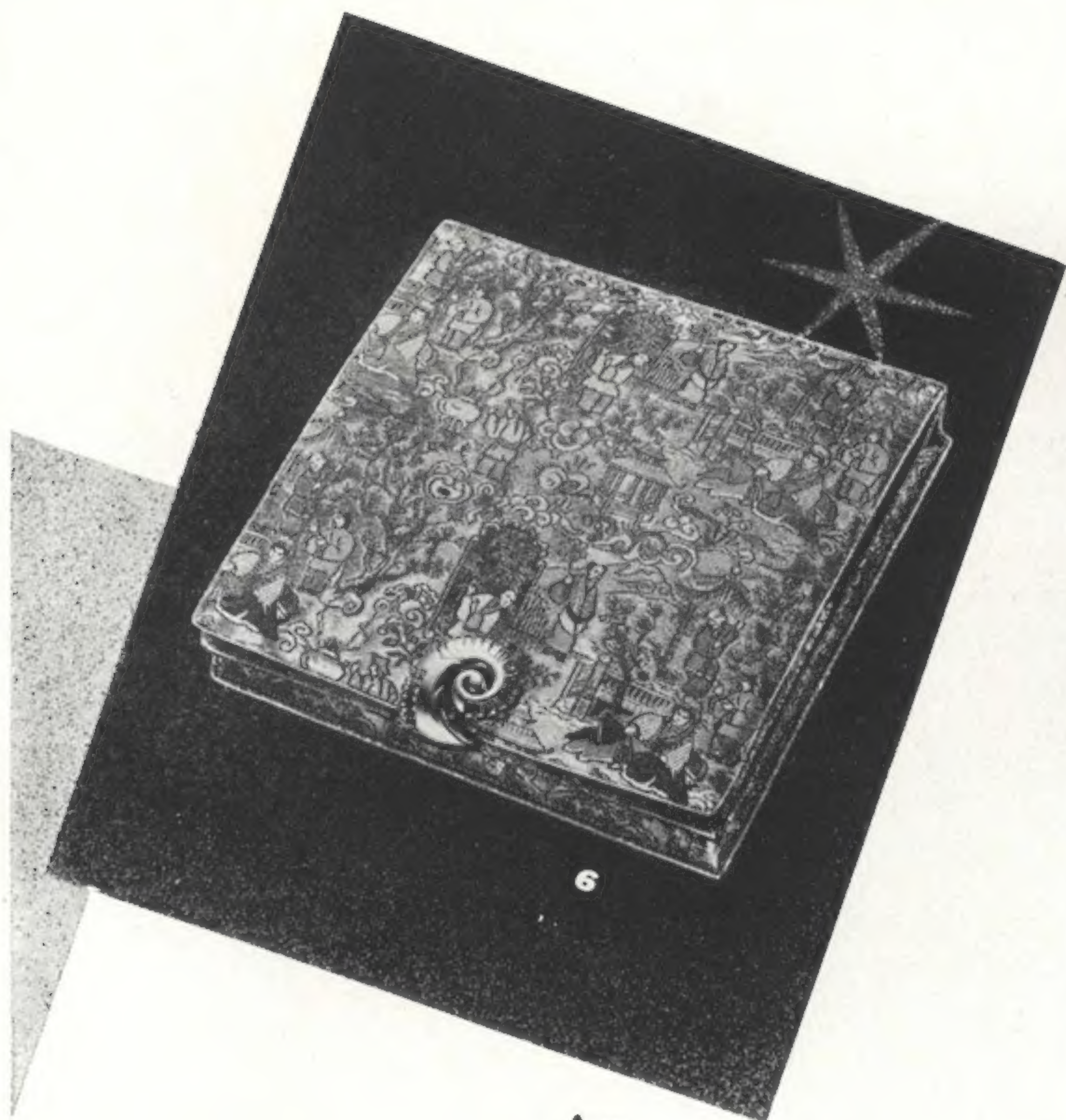
A "hit" among fall watches! Its simplified dial and graceful lines have made the EMILY a favorite. Its case is 14K filled gold, white or natural yellow. 17 jewels. With silk cord and filled gold fittings, \$45. (Other Hamiltons, \$37.50 to \$1000.)

A

CCCEPTED WITH PLEASURE



A KORET HAND



*Perfect
for Giving*

1. Spacious foldover evening pouch in gleaming Gold or Silver Kid with jeweled clip-lock. Exquisitely lined in Satin.

2. A supple, handsewn "dressmaker" pouch that slips on over the wrist. In Suede or fine Calfskin with Prystal and Metal motif and Talon fastener closing for security. In Black or Brown.

3. An exquisite model for formal daytime or informal evening. In sleek Suede or fine Calfskin in Black or Brown, with an unusual door-latch closing of Galalith and Metal.

4. New hood-shaped pouch with curved metal clasp and chain trim. A spacious model, of fine Suede or soft Calfskin in Black or Brown.

5. Tailored model in fine Calfskin or Suede, in Black or Brown. A distinctive metal bar lock is inlaid across entire bag and monocraft initials personalize your gift at slight extra cost.

6. "Koret Square" . . . Square-cut as a precious jewel. Exquisitely made of luxurious Velvet in Black and Jewel Tones, or replicas of antique Persian Brocades. Clasped with Baguette Clip, fitted with Gold Kid powder twist and change purse. Satin-lined.

THE MARK OF A KORET ORIGINAL

BAG ORIGINAL



Pacemakers of **SMART AMERICA** *Winter in* **MIAMI BEACH**

THIS year, again, the Nation's social and business leaders are gathering in Miami Beach to escape the chills, the bills, and the ills of winter in the snowbound North. The smartest among them are already here—have established their permanent winter homes here. And you can follow their example. This year, more than \$8,000,000 in new construction has greatly increased accommodations in every class. Large and small apartments, homes of all sizes, completely furnished and equipped, are available at low seasonal rates. Apartment and hotel rates are equally attractive.

Children may register in school at any time, and savings on fuel and heavy clothing effect actual economies in yearly budgets. Heads of families find it practical to establish winter quarters here—and 'commute' to business interests in the North—actually only a few short hours away. It's an exciting vacation for all—a profitable investment in physical and mental fitness—the smartest plan you can choose this winter.



PARADISE FOR CHILDREN

★ Imagine eight miles of beach "sand-pile," open air schools, sun suits and green grass all winter long, supervised pastimes on palm sheltered play grounds. Swimming lessons — healthy outdoor games. Fresh fruits and vegetables make growing bodies strong and sturdy.

For details in planning your winter vacation, write to
CITY OF MIAMI BEACH
or to C. W. Chase, Miami
Beach Chamber of Commerce

Miami BEACH

F L R I D A

“Sunshades”

”

for the South

by

G. Howard Hodge



FOR the smart southern sojourner, a wardrobe of four beguiling new hats from the hands of a master designer. The cartwheel is shantung. The miniature sombrero in black, and the white, quilled Tyrolean are fine-grained Okinawa panama from Japan. The hat with the streamers is a new kind of panama with a pearly finish like the inside of an oyster shell.

Burdine's
 MIAMI and MIAMI BEACH
Sunshine Fashions

G. HOWARD HODGE • 711 FIFTH AVENUE • NEW YORK



Mandarin coat and halter worn with contrasting trousers tapering to the ankles and soft shoes to match.

Shorts, halter and bolero with Tyrolean embroidery.

Aboard Santa Rosa, Grace Line



Shirt with buttoned pockets. Skirt buttoned down the front, action pleats front and back.



Sports dress of lattice linen with buttoned pockets, standing collar.

Southern Play Clothes

WITH LASTING FIT

A new and better spirit has invaded play clothes. The very soul of smartness, these thrilling southern things count for chic on casual cut . . . on honest sturdy quality of fabric . . . on dazzling whites and glorious colors . . . and on the modern shrinkage safeguard Sanforized-shrunk. This smart protection means their easy fit is lasting. In fact, the word "undauntable" describes them.

All made from Schaller's imported linens Sanforized-shrunk, identified by label shown.

BONWIT TELLER, INC., New York, Miami, Palm Beach.

I. MAGNIN & CO., Los Angeles, San Francisco, Seattle, Hollywood, Santa Barbara, Montecito, Del Monte, Pasadena, Coronado, Oakland, Palm Springs.





Southward Ho!

Resort to white that combines the utmost of style with an assurance of perfect comfort. Choose Matrix and Collegebred Shoes, the models with the exclusive features of "your footprint in leather." This patented sole, created to give your foot complete support in motion and in repose, follows the natural lines of your foot perfectly. As you step, you'll feel the difference, and see the difference. The trim, glovelike fit of these shoes adds to their smart appearance as it assures you complete comfort.

Collegebred Shoes at \$7.75 and up. Matrix Shoes at \$9.00 and up. E. P. Reed & Company, Rochester, N. Y. Matrix and Collegebred Style Studio, 47 West 34th St., New York.

MIRAMAR . . . Striking wide-strap model in genuine White Buck with solid-leather heel. The buckled strap and pinked strippings are of Morocco in new London Tan. A MATRIX Model.

BELAIRE . . . Genuine Sport Rust Baby Alligator alternates with White perforations to trim this five-eyelet oxford. White Buck with solid-leather heel. A MATRIX Model.

DEL MONTE . . . Twin straps and perforated bandings of Calfskin in London Tan give unusual character to this White Buck model with solid-leather heel. A MATRIX Model.

ABBEY . . . Sportive Kiltie-tongue gored oxford in smartly simple corded monk-style. In unlined White Bucko, with solid-leather heel. A COLLEGBRED Model.



Matrix



Collegebred

CREATED BY REED



THE SEVEN-PASSENGER SEDAN

THE **LINCOLN**

There is a tradition and a principle that the Lincoln, each succeeding year, shall be a finer car than its predecessors. The tradition is rooted in the excellence of past Lincolns. The principle is inherent in the Lincoln ideal—to build the most nearly perfect motor car. The new Lincoln for 1936 superbly fulfils the obligation imposed upon it. . . . This is a more beautiful car than ever before. Bow and stern conform with dignity to the new streamlining. Fenders, redesigned, accent the car's modern contours. The radiator grille is deeper, handsomer. Wheels are of the new welded-steel design. . . . In harmony with the beauty of the Lincoln is a fresh luxury of riding. The Lincoln has always been a comfortable car, on avenues near home or on the most remote bypass, but never more so than today. . . . Power is supplied by the famous Lincoln V-12 cylinder engine, the highest expression of the V-type principle. Refinements this year make for surer control, for smoother, quieter operation. . . . Thus in elegance, comfort, engineering, this is a motor car for the most exacting owner, a car worthy to take first place in an honored lineage.

Southward Bound!



Bright blue and egg-shell costume, shown left. Right: A smart, young suit in a new flecked mixture.

Your new cruise and southern clothes in Forstmann Fabrics will have a crisp, cool smartness long sought in hot weather costumes. Their thin, porous weaves are specially constructed to resist wrinkles and absorb moisture. They will keep their immaculate freshness even in the tropic dampness of ocean travel. And you will find them cooler and more lastingly beautiful than any other fabrics you've

ever worn. Unpack them from your travel wardrobe, shake them out . . . don't bother to press! Shown in lovely sun-tested colors . . . tweeds for suits and coats . . . sheerweight versions for sports frocks and afternoon costumes. You can get them now ready-to-wear and by the yard at better shops in your city, or write Forstmann Woolen Co., Passaic, N. J., Sales Office: Empire State Bldg., N. Y. C.

Forstmann Woolens

The SPORTSWEAR GUILD

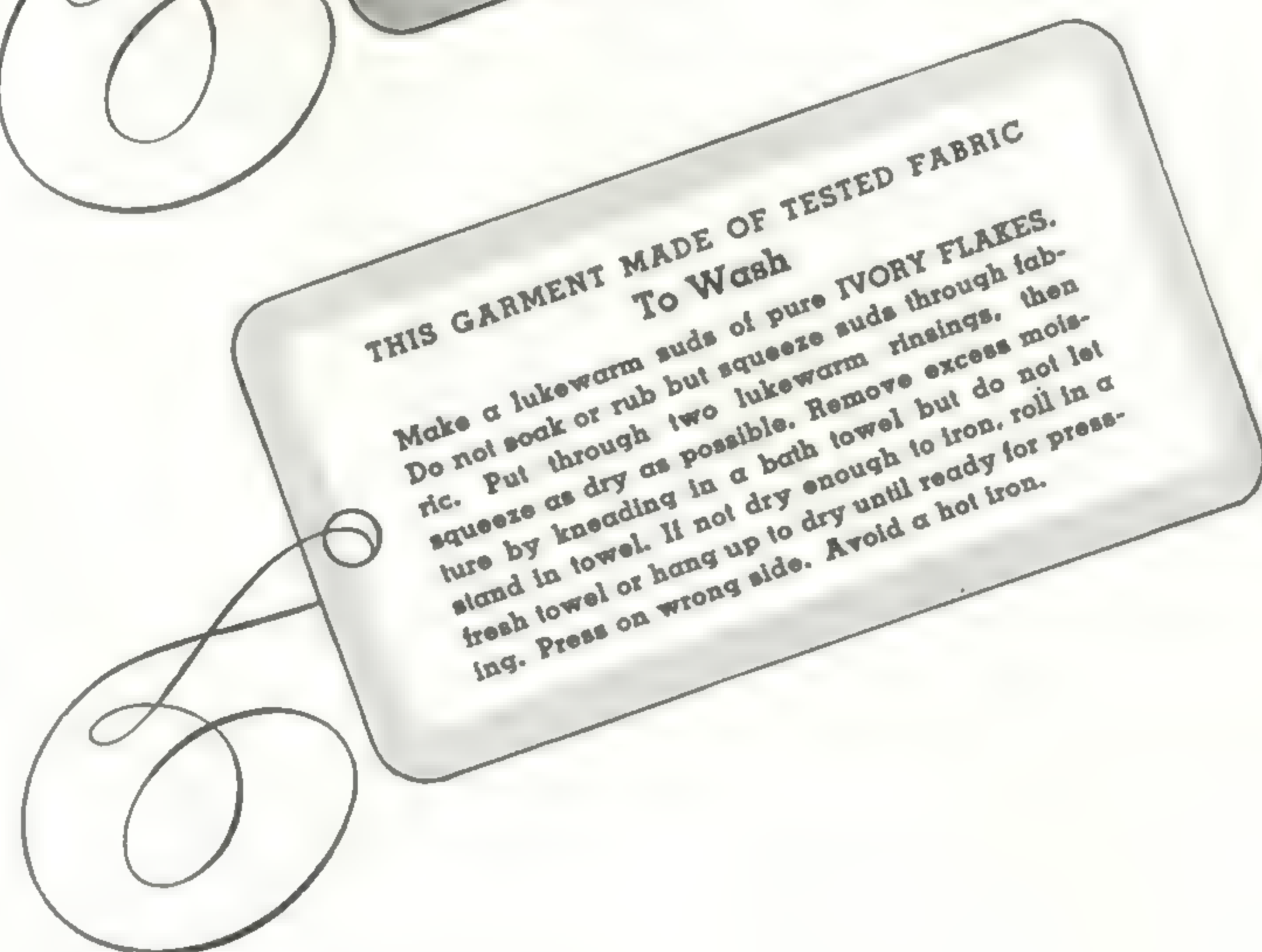
announces:



A POLICY OF IDENTIFYING ORIGINAL CREATIONS

This silver tag will mark every Original Creation of the Sportswear Guild.

Watch for this assurance of quality in the sports clothes you buy.



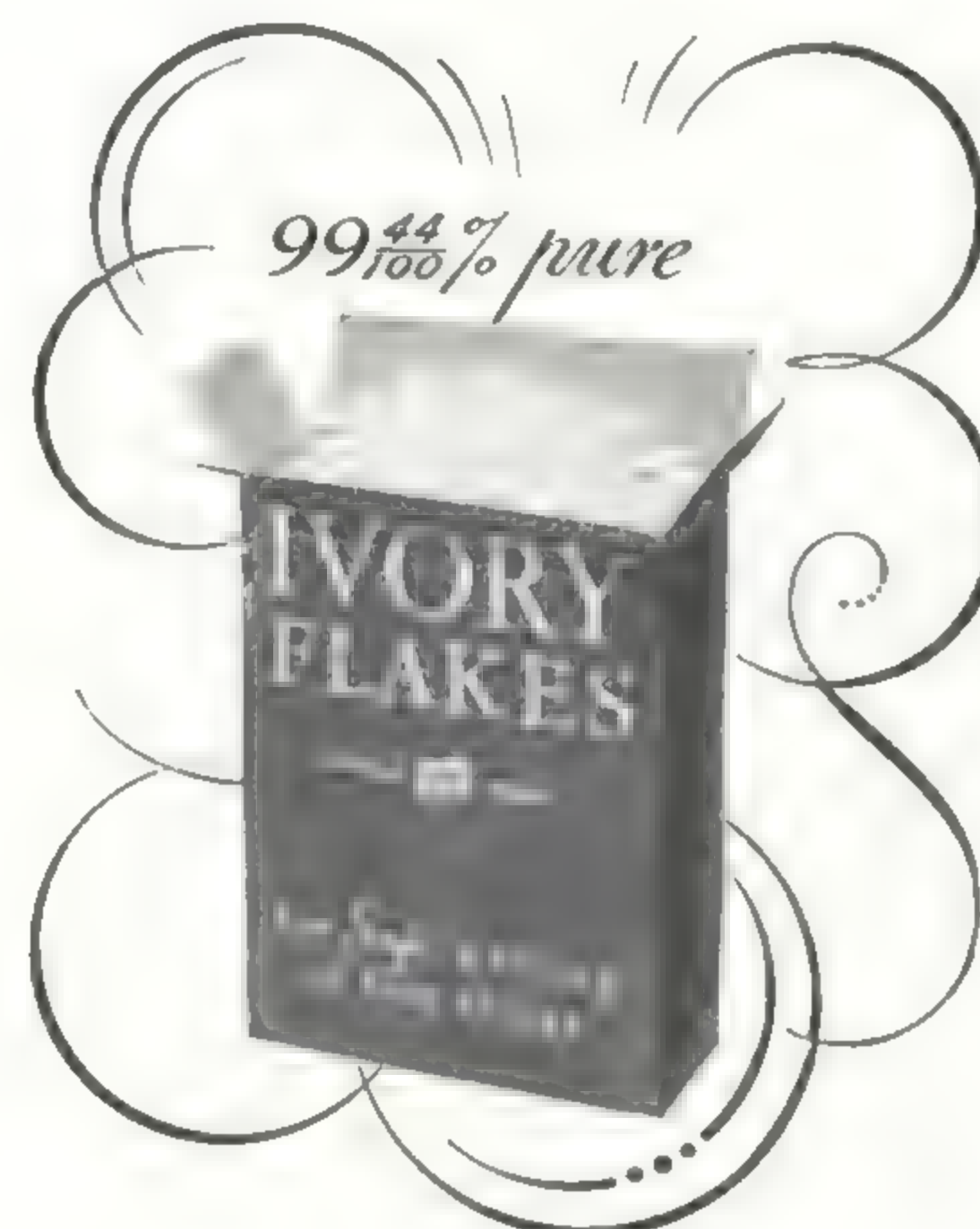
A POLICY OF IDENTIFYING WASHABLE FABRICS

Tested Fabric
Washable in Ivory Flakes.

Fine fabrics and delicate colors need the protection of a pure soap. Give your Sportswear Guild dresses the gentle care of Ivory Flakes.

ADLER & ADLER, INC.
"DAVIDOW, INC., SPORTSWEAR"
DAVID M. GOODSTEIN, INC.
KANE-WEILL, INC.
JOSEPH LEVAY, INC.
J. A. LIVINGSTON, INC.
DAVID H. LOWENTHAL & SON, INC.

MUTUAL-ROSENBLUM CORP.
CHAS. W. NUDELMAN, INC.
ZOLTAN ROSENBERG
SPORT-CRAFT, INC.
STAR-MAID DRESSES, INC.
SAM STEINBERG & CO., INC.
TOWNLEY FROCKS, INC.



Vogue's address book

B BAGS

LADIES' BAGS. We specialize in recovering and mending all kinds of bags. Models made up. Sold everywhere. \$1.25 postpaid. Treatment 50c at Spino's, 26 West 38th Street and 37 West 46th Street, New York City.

BEAUTY CULTURE

EYEBROWS AND LASHES darkened permanently with Colours. Eliminates daily make-up. Sold everywhere. \$1.25 postpaid. Treatment 50c at Spino's, 26 West 38th Street and 37 West 46th Street, New York City.

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scullian. Personal Service only. Write for Free booklet. Address 1 West 31st St., near 5th Avenue, Room 709, New York City. Telephone Wisconsin 7-7889 for appointment.

BEAUTY AND REST! Spend 12 days with Madame Mays. Freckles, wrinkles, puffiness scientifically removed. Look years younger! Physicians' endorsements. Booklet, 131 Riverside Drive, N. Y. C. Endicott 2-6062.

FACIAL RECONSTRUCTION by Plastic Surgery. Unshapely Noses, Protruding Ears, Wrinkles, etc., corrected by graduate Vienna Polyclinic. Moderate fees. Consultation, Booklet 31-A Free. Dr. Stotter, 50 East 42 St.

EUNICE SKELLY. Scientific Face Rejuvenation. Fascinating booklet. "How to Really Look Years Younger and Grow More Beautiful as You Grow Older", mailed free. Write: Suite 906-A, The Park Central, New York

SUPERFLUOUS HAIR removed safely and permanently by well-known authority on electrolysis. Personal attention given. Free consultation. Mrs. R. W. Dibble, 5 East 51st Street, New York City. Wickersham 2-5684.

A NEW METHOD OF PLASTIC CORRECTION of the Bust is revealed in an interesting brochure prepared by a recognized medical authority. Sent complimentary. Address: 205 West 57th Street, New York City, Suite 241.

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention. Physicians' endorsements. Consultation, Booklet Free. Edna Grimes, 607 Fifth Ave. at 49th Street, N. Y. Plaza 3-7411.

UNWANTED HAIR? CELIA GARDNER. Electrologist, guarantees permanent removal; no marks or scarring! Scientific, painless. Your doctor will approve! Investigate! Privacy. Medical Arts Centre, 57 W. 57, N.Y. Wick. 2-5750.

SUPERFLUOUS HAIR—200 to 600 removed per hour safely, painlessly, permanently, by electrolysis. Adele Mulligan, 18 years at 317 Fifth Avenue (at 34th Street), New York City. Phone Ashland 4-6615. Write for booklet.

SOPHIA ROBERT—SKIN HYGIENIST—Specializing in corrective preparations for Specializing in skin—Washable Cleansing hygienic care of skin with cool water—\$1 and Cream—washes off with cool water—\$1 and \$2.50—15 Newbury Street, Boston, Mass.

MRS. D. DURANT. Multiple Electrolysis Specialist. Superfluous hair permanently and safely removed by improved method. Endorsed by physicians. Personal attention. Free consultation. 507-5th Ave. (42nd), N. Y. MU. 2-3314.

C CHINA & ARTWARE

"CANADA'S most talked about gift shop." A wonderful selection of English Bone China, featuring white embossed for luncheons. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada.

CLEANING

SPECIAL CLEANING FOR BLANKETS. Our modern woolen mill methods restore deep to stirred, full bodied warmth to your blankets. No shrinking. Single blanket, \$1.18—double \$1.88. Palace Blanket Service, Niagara Falls, N. Y.

CORSETS

MISS ELEANOR, INC., 4 East 53rd St., N. Y. Modern art in corsetry. Perfect fit with complete comfort. Perfect fitting your individual needs guaranteed. Prices from \$15. Plaza 3-4962.

INDIVIDUALLY PATTERNED CORSETRY Scientifically correct design and unique garter give perfect balance. Featherweight materials for southern wear. For appointment Bryant 9-8150. Roze-Joye, Inc., 502 Fifth Ave., N. Y.

D DELICACIES

VENDÔME—Specialist in highest-grade fresh Russian Caviar and Stilton Cheese in Port Wine. Large assortment of all fine table delicacies. Write for catalogue V. 18 East 49th Street, New York City. Wickersham 2-2224.

DRESSMAKING

MISS VALENTINE—DRESSMAKER. Smartly sophisticated gowns and wraps designed. Imports expertly copied. Gowns carefully remodeled. Prices moderate. 665 Fifth Avenue, New York City. Volunteer 5-4941.

MME. CLERY—HIGH CLASS DRESSMAKING. Evening Gowns and Wraps. Your own material used if desired. Remodeling a specialty. Attractive prices. 820 Lexington Avenue, New York City. Tel. Regent 4-5847.

MME. VICTORINE BOURIE, Couturière. fashions the finest materials in distinctive, individual styles. Lovely blouses for all occasions made for you by the creator of the Victorine Blouse. 37 West 57th St., New York City.

JEANNE GRÉBÈRE—French modiste: gowns, wraps, suits, in the new mode. Also ready to wear. Careful remodeling. Expert designing and workmanship. Models copied exactly. Prices moderate. 37 E. 60th St. Regent 4-4408.

REAL PARISIAN DRESSMAKER. Lucienne Dutacq from Paris. New models for day and evening wear, also wraps expertly copied. Your material if desired. Reasonable prices. 965 Lexington Avenue, New York. Butterfield 8-9529.

MADAME HOMER—New York's original "Rebuilder of Gowns". Unbecoming gowns made becoming. Lovely frocks from your materials. Coats—Mail Orders—Reasonable prices. 14 East 50th St. Tel. Wickersham 2-8510.

AN EXPERIENCED COUTURIÈRE is at your service at moderate prices. Import copying a specialty. Evening gowns, wraps, etc., made from your own material. Expert maternity work. Appointment only. Rhinelander 4-3371.

DRESS SHOPS

FLORIE BLUME, INC.—Your Winter Wardrobe need not prohibit your winter trip. Special prices on cruise and southern outfits. Also an attractive display of gowns for the winter New Yorker. 28 West 46th St., New York

EDRANGE & CO. for Sub-debs and Children. Attractive frocks ready and custom-made for street, school and party wear. Catering to the Between-age. Moderate prices. 564 Madison Avenue (near 50th), N. Y. C. Volunteer 5-8062.

POLLY CLARK INVITES YOU. Featuring distinctive and unusual Bar, Afternoon, and Evening frocks for the holiday season at very appealing prices, \$16.50—\$19.50—\$22.50. Open until seven in the evening. 30 East 58th

E ENTERTAINMENT

CORNELIA KANE—ASTROLOGER—Detailed Natal Horoscopes individually written for \$5.00, including two-year forecast \$10.00. Separate forecast \$5.00. Send date, hour and place of birth. 509 Fifth Ave., N. Y. C.

UNDECIDED? Let numerology help you. Send full name at birth, birth date and \$2.00 for original, scientific, individual reading including immediate forecast. Hester Peabody, 451 Marlboro Street, Boston, Massachusetts

ARE YOU PERPLEXED? Write your problem to Mary Nightingale, highly-trained constructive Psychologist, for helpful diagnosis and advice. Confidential personal letter, \$5.00. Address P.O. Box 209, Station F, N. Y. City

BATHSHEBA—Psychological Readings. Consultant to prominent people here & abroad. Now available for private appointment or entertainment at dinner parties & festivals. Suite 1797, Hotel Roosevelt, New York. VA. 3-9200.

MISS LENETTE FRIEDLANDER back from a world-tour. New ideas for Children and Adult Parties. Entertainments managed personally within commuting distance; elsewhere by mail. 139 East 94th St., New York City

F FASHION CONSULTANTS

NINA B. PRICE assembles cruise wardrobes that are both correct and distinctive. She creates original models adapted to your personality and selects the correct accessories that transform you from the average to the utterly chic. From her knowledge of New York shops and excellent taste, she will advise on those important gifts which must reflect appropriate and discerning judgment. Hotel Gladstone, 111 East 52nd Street, N. Y. C. Plaza 3-4300.

GENEVÉ MODES Inc.—To be beautifully and correctly dressed for every occasion, let Countess de Malroy, international authority, create gowns for your individual type. Moderate prices. Models displayed. 665 Fifth Ave., N.Y.

FURS

RICHARD KOPPEN, formerly with Gunther's, is making a special during December of handsome natural mink coats for \$985—soft, silky skins, well-cut and good-looking. 17 West 45th Street. Tel. Bryant 9-3368.

SPECIAL VALUES IN FURS BY MOLOT, formerly with Bergdorf Goodman Fur Corp., during December and January. Choice Eastern Mink Swagger coats, shaded, from \$950. Hand-sewn mink Caraculs from \$525. Similar values in select Broadtails and Persians. Beautifully-matched skins in individually created styles, fashioned with skilled hand workmanship. Restyling at moderate prices. Molot, 21 East 56th St., N. Y. Wickersham 2-6261.

A. FISHER, Est. furriers since 1889, offers a silky, lustrous Black Caracul dress coat, with a flare front, flattering Queen Anne collar and bell-sleeves. Only \$125. Custom-made. 4 East 46th Street, N. Y. C. Vanderbilt 3-3055.

MINK COATS OUR SPECIALTY: our President, for thirty-eight years has been dealing exclusively in Raw Mink Skins at wholesale. We can therefore sell finest deep furred Eastern and Canadian Mink Coats superbly styled in the latest models ranging from \$675-\$895-\$1100-\$1400. Compare elsewhere, then come here. Malson Simone, oldest exclusive Furrier, 22 years in one location. 52 West 57th Street, New York City. Circle 7-5170.

FURS REMODELED

NEXT SEASON'S MODE FOR OLD FURS. Give your old fur coat a new lease on life. \$25 for this splendid remodeling service—includes restyling, repairing, refitting, cleaning, glazing, seam reinforcing, new silk lining, loops, buttons; 2 years' guarantee, 3 years' storage. Additional fur if needed supplied at lowest cost. Tel. Lackawanna 4-6788 for a bonded messenger. Harry Jay Treu, Inc., 131 W. 35th St., 7th fl. opp. 35 St. side of Macy's, N. Y. C.

G GIFT BASKETS

ALICE H. MARKS—19 East 52nd St., N. Y. Gay Christmas or Bon Voyage Baskets attractively packed with imported food stuffs, candies and biscuits. Special attention to mail or telephone orders. Plaza 3-7282.

H. HICKS & SON, INC.—Holiday assortments of Rare Fruits, Candies, Jellies and Imported Delicacies. Gay Cocktail Baskets and Nut Trays. \$5 to \$50. Illustrated catalogue. 660 Fifth Ave., N. Y. C. EL. 5-1010.

GIFTS

PUSEY GIFTS for Christmas. Your last-minute gift problems solved so pleasantly that you'll drop in earlier the next time. Really individual selections—distinctive, amusing and useful. 11 East 56th Street, New York City

MAISON GLASS—Rarest delicacies for your Christmas table: fresh Beluga Caviar, Razor-back Virginia Hams, various Hots d'Ouvertures and fresh Salted Nuts. Shipped anywhere. Catalog V. 15 E. 47 St., N. Y. W. 2-3316.

YOUR CHILD AS A PAPER DOLL—hand-painted, with beautiful costumes and accessories. Send photo (returned) also coloring. Unusual gift, \$3.00. Lodewick Studios, 390 Park Avenue, New York. Plaza 3-3020.

KATHERINE PEARSON—Cottontail China rabbit cotton container. \$1.25; perfumed wool boutonnières, \$1.50; raffia basket, \$3.50; sandalwood scented bag, \$3.00; exquisite lingerie. Mail orders. Prompt delivery. 751 Madison Ave.

A PERFECT GIFT. Willoscope Sr. Projector. A good sturdily built projector with 300 Watt illumination. Complete with Fan & brilliant projection lens. \$27.50. Mail orders. Write Dept. EV, Willoscope, 110 W. 32nd St., N. Y.

H HAIRDRESSERS

J. SCHAEFFER, New York's leading Permanent Wave Specialist. All methods. Individualized service. Flattering effects. J. Schaeffer, Incorporated, 500 Fifth Avenue at 48th Street, New York City. Bryant 9-7615.

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone Plaza 3-3900 for appointment.

EMILE YOUR HAIRDRESSER Now at Emile's Rockefeller Center Hairdressers, 50 Rockefeller Plaza, N. Y. Visit our new air cooled shop. The most perfect service in the most restful surroundings. Circle 7-1993.

HAIRDRESSERS—Cont.

MARIO JEREZ New York's permanent wave authority. Difficult cases of white and bleached hair welcomed. Alluring individuality created. Mario Jerez, Inc., 743 Fifth Ave., PL. 3-3777. Mario Your Hairdresser, Miami Beach, Fla.

BERNARD AZ GURU—Specialist in Permanent waving, hair styling & corrective treatment for the hair—extensive use of herbs & oil, individual & scientific. Free consultation. Bernard Az Guru, 439 Madison. WI. 2-1692.

MARY BISSELL—WEYLIN HOTEL, 40 East 54th Street, New York City. Permanent waving and smart hairdressing to please the fastidious in pleasant and comfortable surroundings. Telephone Plaza 3-8269.

"MARTIN FROM VIENNA", 7 East 46th St., West of the Ritz. Smart permanent waves \$10 complete. Also a \$10 monthly service consisting of cut, shampoo, finger wave, manicure and brows, once weekly. Tel. Plaza 3-6262.

FRANÇOIS de PARIS HAIR STYLISTS, Inc. Coiffure molded to conform with the contour of your face. Salon open from 9 A.M. to 8 P.M. every day. Write for folder T. 37 W. 8th St., Bet. 5th & 6th Aves. Stuyvesant 9-5920.

THE SAFE PERMANENT for white, fine & bleached hair. No electricity, chemicals or machine! A lasting Car-Gol Oil treatment makes your hair beautiful, soft, glossy—self-setting. Gold et Consoni, 385-5th Ave. AS. 4-9330.

P. RICHARD-CLUZELLE BROS., INC. A leading American hair stylist interprets the new trend in coiffures. Unexcelled in permanent waving and the treatment of the hair and scalp. 45 W. 57 St., N. Y. C. Plaza 3-4136.

ROBERT'S NEW FLEXIBLE PERMANENT is youthful... long-lasting... self-setting... and you can refashion it yourself. \$10 and \$15. Look young in a coiffure with the master touch of Robert, 675-Fifth Ave., New York

LAURENT invites you to visit his pleasant salon and see how a Master-coiffeur can emphasize your natural charms by expertly created skill in suiting the individual. 683 Fifth Avenue, New York. Wickersham 2-5212.

MARION OF MARLAINE—559 Fifth Ave. Skillful permanents and distinctive coiffures created to meet your individual requirements. Hair coloring expertly and carefully done. Refreshing facials. Murray Hill 2-7275.

IN FLORIDA VISIT MARIO JEREZ' new Miami Beach salon. He takes pleasure in offering this additional service to his patrons. While South, see Mario Your Hairdresser, 339 Lincoln Road, Miami Beach, Florida.

HAIR COLORING

HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone Plaza 3-0591.

HAIR COLORING by EDMOND, Queen Marie's Beautician, means perfection by improvement on nature. The creator of pigment & oxygen treatments. Walnut fruit extracts used. Treatments \$7.50. 24 E. 55, N. Y. Vo. 5-7941.

HAIR GOODS

MANUEL TRANSFORMATIONS, slight-proof parting, absolutely natural-looking. Only Establishment in America specializing in Transformations exclusively. It costs no more to buy from a Specialist. B. Manuel, 185 Madison, N.Y.

FRANÇOIS ART TRANSFORMATIONS and newest Bob wigs of natural wavy hair with invisible parting. Light and comfortable. Moderate prices. Mail orders. Booklet sent. François Hair Specialist, 11 E. 45th St., N. Y. C.

J JEWELRY BOUGHT

MRS. T. LYNCH'S SON—Established 1844. New high prices for Old Gold, Silverware, Duplicate Wedding Presents, Precious Stones, Diamonds, Jewelry. Watch, Clock repairing. 696 Madison Ave. (62 St.), N. Y. Regent 4-5129.

K KNITS & YARNS

ALICE TAYLOR for knitted chic—the knits lovely. Individual dresses, suits & blouses to your measure or helps you do it. Experienced and explicit instructions. Complete line of Toga yarns. 556 Madison Avenue, N. Y.

QUALITY+ECONOMY—POLLY BRAND! Cashmere, Worsted, Boucle, Tweeds, Saxony, etc. Fascinating colors. Free samples. Instructions. Mail Orders. Polly Brand Yarns (Dept. V.), 760-6th Avenue, New York

KNITS & YARNS—Cont.

THE KNITTING BAG. Exclusive imported & domestic hand knits. Dresses, blouses, etc. to individual measurement. Made for you, or by you with our help. Imported & domestic yarns. Gertrude Kaplan, 903 Mad. Ave., N. Y.

LACES

E. ZALLIO—Est. 1903. Antique and Modern Laces. Banquet. Cloths. Napkins. Bridal Boudoir Laces. Unusual Gifts. Memorial Altar pieces from your laces. Remodeling. Cleaning. Mending. Reweaving. 561—5th Ave., N. Y.

LAUNDRY

THE ALMA BROLIN LAUNDRY—20 years serving the most particular families. Household & personal laundry requested. Specializing in Embroidered Linens, Lace Cloth, French Pleating. RE. 4-0761. 174 E. 82 St., N. Y.

M MENDING-REPAIRING

INVISIBLE REWEAVING—Moth Holes, Tears, Burns in Garments. Shine Permanently removed. Reliable service. Lowest Prices. Brinkman Weavers, Inc. 146 Fifth Avenue (19th & 20th Sts.), New York City. Tel. Chelsea 3-2621

REWEAVERS, REPAIRERS of Tapestries, Laces, Linens, Antiques, Silks, Dresses, Clothing, Knitwear, Rugs, Furniture Fabrics. Use mail. Estimates gladly given. La Mers Studio, 345 West 58th Street, New York City

BURNS, TEARS, MOTH HOLES, reweven on woollens, linens, silks, knitgoods, velvets repaired, estimates given, parcel post service. Damage Weaving Service, 592 Madison Ave. (corner 51th St.) Telephone Plaza 3-7532

TEARS, BURNS, MOTH HOLES, any fabric reweven like new—linens, silks and laces a specialty. Catering to finest shops and people. P. P. Service. Write for circular. French American Re-Weaving Co., 102 W. 57 St., N. Y.

MILLINERY

REMODELER OF HATS. "A Hat of Yesterday"—redesigned into a "last word" creation. Smart new Hats to order. Mail Orders a specialty. Prices reasonable. Irene Franks, 48 West 56th Street, N. Y. Circle 7-6295

MITZI CHAPEAUX—Hats created in Fur and unusual fabrics. Copies of latest models fashioned to your individual tastes. \$10.50 up. Headress for brides & bridesmaids exquisitely made. 30 East 67th St., N. Y. C.

LILLIAN LEE MEEHAN is showing her selection of Fall hats, individually styled to gratify your whims; creations ready to wear. Remodeling at moderate prices. Lexington Ave. at 90th St., N. Y. C. Atwater 9-3602

REIDY YEAGER—Millinery designed to accentuate your best features. After a personal conference the creation is adapted by an expert stylist to the costume and to you. 23 East 63rd Street, New York City

MISCELLANEOUS

RHEUMATISM. Arthritis. Phlebitis. Neuritis. Fatigue. Sciatica. Swollen Legs, thoroughly discussed in new book "Rheumatism" by Otto Meyer, M.D. Price \$1.00. Elliot Publishing Co., Dept. T, 33 West 42nd St., N.Y.C.

MOURNING APPAREL

ARTHUR MULLEN, 6 East 53rd Street, New York City. Correct mourning in Hats, Veils, Gowns, Coats. We have specialized in this type of attire for years. Formerly with Crocker. Telephone Wickersham 2-2698

NAME TAPES

CASH'S WOVEN NAMES for marking clothing and linen prevent loss or misuse. Attach them with Cash's No-So Cement. Write to Cash's, 15 Chestnut St., So. Norwalk, Conn. or 6203 South Gramercy Place, Los Angeles

PERFUMES

HOVÉ offers, for Christmas, a smart case for the handbag containing four one-dram flacons of exquisite bouquet odours in the mood of the moment. Postpaid \$2.10. Price list sent. 529 Rue Royale, New Orleans, La.

PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City. Telephone Eldorado 5-1344. Hours from 12 to 7:30

SHOES

SHOECRAFT: Specialists in fitting the narrow foot and heel. All sizes to 11. AAAAA to C. Send for booklet VC, showing smart new models, prepared to assist you in ordering by mail. Charge accounts. 714-5th Ave., New York

SHOPPING COMMISSIONS

EDITH V. STOVEL, INC. Shops for Value not "bargains". The better shops at your doorstep. Prompt, experienced service. No extra cost. New York and World-wide clientele. 366-5th Ave., N. Y. Wisconsin 7-3288, Cable Edvalsto

MRS. SARAH BOOTH DARLING. Purchasing Agent. Accompanies out-of-town patrons, and also shops for you. No charge for services. Shoppers' Magazine sent free. 23 West 85th Street, New York City. Trafalgar 7-6450

AUDREY T. McALLISTER offers her experience and service to you gratis; will gladly shop for you or with you in the best New York shops. 551 Fifth Avenue, New York City. Telephone Murray Hill 2-8179

GEORGETTE DUNBAR EVANS keeps you in touch with New York's modes; shops for or with you gratis. Interior decorating. Send for description of service. 522 Fifth Avenue, New York City. Tel. Murray Hill 2-1193

NEW YORK SHOPS BROUGHT TO YOU. Orders filled quickly and intelligently. No Service charge. Write for particulars. Helen L. Richards, 452 Fifth Avenue, New York City. Telephone Pennsylvania 8-6862

T TAILORS

J. TUZZOLI makes a Suit. Coat or Gown for \$65 which cannot be duplicated for less than \$125. Quality and Materials faultless in Make and Fit. New Models now ready. Fur remodeled. 18 E. 53rd St., N. Y. WI. 2-2459

ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI. 7-8179

P. BASILE & SON. Special Prices will prevail on all orders placed during the month of December on Suits, Coats and Dresses. Imported Coats and Suit Models now on sale. 17 East 53rd Street, N. Y. Volunteer 3-7581

TROUSSEAUX

THE PURPLE BOX—26 East 55th St., N. Y. Christmas Gifts. Chiffon Handkerchiefs hand-appliqued six-inch satin monogram. \$3.00 Men's Black Evening Suspenders monogrammed in white. \$3.00. Linens. Lingerie to measure

WEARING APPAREL BOUGHT

MME. NAFTAL will purchase at highest valuation misfit or slightly used gowns, wraps, furs; also diamonds, jewelry, silverware. Estimates appraised. Write or call 69 W. 45th St., N. Y. Bryant 9-6269, 6268. Est. 44 yrs.

WEDDING STATIONERY

ENGRAVED WEDDING Invitations and Announcements. Everett Wadley Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Va.

WEDDING INVITATIONS—Announcements. Exquisitely engraved. Service planned to manifest the good taste of our customers. Discriminating comparison invited. Samples mailed. Harcourt & Co., Louisville, Kentucky

WEDDING INVITATIONS from engraved plates. 100, any lettering, \$7.95 complete. Birth announcements, fifty \$3.75. Three day service. Samples on request. Benton Announcements, Inc., 16B East Tupper St., Buffalo, N. Y.

WEIGHT REDUCING

LOSE WEIGHT SAFELY—Scientific massage; electric cabinets and blankets; colonic irrigations; violet rays. Reasonable prices. Margaret Deuster, registered Physiotherapist, 75 East 55th Street, New York. Eldorado 5-8118

THE HEALTH ROOF. Change body contours—Lose or gain weight Nature's way. Natural Sun Baths—Individual exercise—Electric Cabinets—Roller Reducer, body massage, etc. 480 Lexington, Wick. 2-8100. Appointments only

FORM CULTURE! Figure modulation by planned weight reducing method. Highly commended for safety and results. Write for folder V. Constance Gaul, 18 East 53rd Street, New York City. PLaza 3-1137

IDEALFORM SALON—Recondition your figure by endorsed method. Weight reducing & build-up; relaxation of nerves & improvement of circulation & skin. Free consultation. Hotel New Weston, 34 E. 50th, Suite 222. PL 3-4487

NONNA KORSCH—SWEDISH MASSAGE. Reducing treatments in your home by skilled. Licensed masseuse. Dropped muscles corrected by scientific facial. Endorsed by physicians. Appointment: Sunset 6-5421; Cumberland 6-6110



Here you can purchase Vogue's "Finds of the Fortnight"

(Pages 66 and 67)

ALABAMA

Birmingham—Burger-Phillips Co.

CALIFORNIA

Fresno—Bruckner's
Los Angeles—J. W. Robinson Co.
San Francisco—City of Paris
Stockton—Levinson's Dress Shoppe

CONNECTICUT

Greenwich—Franklin Simon & Co.

DISTRICT OF COLUMBIA

Washington—Julius Garfinckel & Co.

FLORIDA

Jacksonville—Cohen Brothers
Miami—Best & Co.
Miami Beach—Bonwit Teller

GEORGIA

Atlanta—Davison-Paxon Co.

HAWAII

Honolulu—The Liberty House

ILLINOIS

Chicago—Carson Pirie Scott & Co.
Peoria—The Schradzki Co.
Rockford—Guest House Shops
Rock Island—Fashion House, Inc.
Springfield—Herndons

INDIANA

Indianapolis—The Wm. H. Block Co.
Marion—Nina Ray Swift

IOWA

Des Moines—Yunker Brothers, Inc.
Mason City—Damon's, Inc.

KANSAS

Topeka—The Crosby Bros. Co.
Wichita—Walker Bros. Dry Goods Co.

LOUISIANA

New Orleans—Gus Mayer Co., Ltd.

MARYLAND

Baltimore—Hochschild, Kohn & Co.

MASSACHUSETTS

Boston—Jays, Inc.

MICHIGAN

Grand Rapids—Nathan Strauss Co., Inc.
Jackson—Elaine Shop

MINNESOTA

Minneapolis—John W. Thomas & Co.
St. Paul—The Emporium

MISSOURI

St. Louis—Madeleine et Cie.

NEW JERSEY

East Orange—Best & Co.

NEW YORK

Buffalo—The Jenny Shop
Rochester—McCurdy & Co.
Schenectady—H. S. Barney Co.

NORTH CAROLINA

Asheville—Jean West

OHIO

Cleveland—Lindner Co.
Dayton—The Elder & Johnston Co.
Toledo—The Gillespie Shop

OKLAHOMA

Muskogee—B. E. Spivy Co.
Oklahoma City—John A. Brown
D. G. Co.
Tulsa—Brown-Dunkin Co.

OREGON

Eugene—H. Gordon & Co.
Portland—Meier & Frank Co.

PENNSYLVANIA

Allentown—Hess Bros.
Harrisburg—Worth's
Hazleton—Wears, Inc.
Philadelphia—The Blum Store;
B. F. Dewees
Pittsburgh—The Rosenbaum Co.
Pottsville—Caster's
Scranton—The Heinz Store
Wilkes-Barre—The Isaac Long Store
York—Worth's

TENNESSEE

Chattanooga—Miller Bros. Co.
Memphis—B. Lowenstein & Bros.
Nashville—Town and Country Shop

TEXAS

Abilene—Ernest Grissom, Inc.
Dallas—Neiman-Marcus Co.
Galveston—Donna May Shop
Houston—The Patio Shop
San Antonio—Frost Brothers
Wichita Falls—W. B. McClurken & Co.

VIRGINIA

Lynchburg—J. R. Millner Company
Roanoke—Samuel Spigel, Inc.

WEST VIRGINIA

Charleston—Betty's, Inc.
Huntington—The Style Shop

WISCONSIN

Madison—Woldenberg's, Inc.
Milwaukee—Fritzel's Inc.

CANADA

Belleville—Nellie Smith
Brandon—Doig's Store, Ltd.
Brantford—Nyman's, Ltd.
Brockville—Miladi Store
Cornwall—Segals Ladies' Wear
Edmonton—The T. Eaton Co., Ltd.
Fort William—Chapples, Ltd.
Galt—A. H. Appleton & Co.
Kingston—John Laidlaw & Son, Ltd.
Lethbridge—L. Cameron & Co.
London—Wolf Bros., Ltd.
Montreal—Henry Morgan & Co., Ltd.
Niagara Falls—Louise Smart Shop
Ottawa—A. J. Freiman, Ltd.
Owen Sound—Royal Ladies' Wear
Peterboro—Barries, Ltd.
Quebec—Holt, Renfrew & Co., Ltd.
Sarnia—Wolf Bros., Ltd.
Sherbrooke—Gabrita, Ltd.
St. Catharines—Peggy's, Ltd.
St. John—F. W. Daniel & Co., Ltd.
St. Thomas—Anderson's, Ltd.
Toronto—Robert Simpson Co., Ltd.
Vancouver—David Spencer, Ltd.
Victoria—Mallek's, Ltd.
Woodstock—John White Co., Ltd.

IF NO SHOP

in your shopping radius is listed here, tell Vogue what model you want and we will give you the nearest address where Vogue's "Finds of the Fortnight" can be found. Enclose a stamped, self-addressed envelope. Vogue, 420 Lexington Avenue, N. Y. C.

Perfumes of Distinction



Produced, bottled and
sealed in Bermuda
in New York, exclusively at
LORD & TAYLOR

From these three
CHOOSE YOUR WINTER HOME
in
MIAMI



All overlooking beautiful Biscayne Bay — all alike in the hospitality that makes Colonial Hotels outstanding — each enjoying advantages of its own. One is your ideal of a hotel home — single rooms to spacious apartments.

—and in ORLANDO
THE COLONIAL ORANGE COURT
maintaining the same high standards of Colonial Hospitality!

COLONIAL HOTELS



OTHER COLONIAL HOTELS —
Miami Beach, the Wm. Penn; Key West, the Key West Colonial; Charleston, S. C., the Ft. Sumter.

For rates, reservations or information address the hotels direct or,
Leslie Buswell, General Manager, Colonial Hotels, Miami, Florida



RESTAURANTS—dining

DIVAN PARISIEN—17 East 45th St. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Luncheon Entrees from 50c, dinner from 60c. Air Conditioning.

THE MARGUERY—RESTAURANT FRANÇAIS
270 Park Avenue—Wickersham 2-8494
Rendezvous of the Elite of
Europe and America
Parisian Specialties Every Day
Luncheon—Dinner—Popular Cocktail Hour

JANE DAVIES'
145 West 55th St.
Luncheon 50c, 60c, 75c Vintage Wines Dinner \$1 and \$1.25

FRANCES LYNN—10 West 55th St. Just off 5th.
Smart Clientele, deft service, delicious food.
For "Pennywise New Yorkers"
Luncheon 35c, 50c Dinner 55c, 75c, \$1.

ALEXANDRA RESTAURANT—8 East 49th Street.
Champagne cocktail dinner \$1.00 and \$1.50. Served
daily 5 to 8:30 P.M. Sunday dinner. The most talked
about dining place in New York. P.L. 3-1542.

SEVENTY PARK AVENUE—CORNER 38TH
A charming dining room serving exceptional lunches
(75c up) and dinners (\$1.10 up)—and Murray
Hill's most popular café. Tel. 2-7070.

CRILLON, 116 E. 48th St., justly famous for incomparable cuisine & choice cellar. Prix-fixe luncheon & dinner in the restaurant. London Buffet in the Bar before the theatre; all you desire—one dollar.

HENRI—A "Bit of Paris in New York", 40 W. 46th St. Finest food prepared in the authentic French manner. Dinner \$1.75, from 5 to 10 daily, all day Sundays. Also à la carte. BRyant 9-4340

THE BLUE BOWL AT 157 EAST 48TH ST.
specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.15.

LA CHAUMIÈRE, 163 E. 56th St. A real French Restaurant. "A House that is reserved for those who know how to wait, eat and appreciate." Paul Massé, formerly chef of Inter-Allied Club in Paris.

On Murray Hill
when shopping
between 34th & 38th Sts.
Remember

SUSAN PALMER'S
NEW DINING LOUNGE AND BAR
Located on 38th Street
just East of Park Avenue in

TOWN HOUSE

108 East Thirty-Eighth Street
The same refinement in surroundings
that makes 4 West 49th so popular
for those who know good food.



Clifford C. Fischer's
Folie Parisienne
Dine & Dance to the Music of
CARL HOFF & JACK DENNY
2 Shows Nightly
Including Sunday
6:30 p.m. to 4 a.m.
No Cover Charge
The World's
Most Famous
Theatre-Restaurant
7th AVE. at 50th ST. - COL. 5-7070

In the spring, they say, a young man's fancy is apt to go Freudian. But nobody has mentioned what his fancy does at Yuletide, so we will. His fancy, after about December 15, turns to a reserved table. He begins to think about Chateau Margaux 1929, and floor shows, and maîtres d'hôtel. The trouble is that with all his instinct for celebration, he can't always decide just where to celebrate. So, on these pages, we offer him (and the thirty-four chic young women on whom he will lavish his attentions from now on) a few suggestions.

RESTAURANTS—dining

(Continued)

KENTUCKY SERVES A MEAL
and a Mint Julep
in a delightful, homelike atmosphere.
Elizabeth D. Reynolds, Inc. 15 East 48th St.

GRIPSHOLM—324 EAST 57th St. Newest Swedish restaurant featuring Swedish hors d'oeuvres with regular dinners, \$1.25. Also luncheon and cocktails. Eldorado 5-8476.

LA CRÉMAILLÈRE, atop 30 W. 59th St., commands a glorious view of the park from its glass-enclosed terrace. M. Millien, formerly of the Ile de France, will receive you personally. Call Camille, EL. 5-9246.

NINETY-NINE PARK AVENUE. At 40th Street. Serves delectable food in pleasing and comfortable surroundings. Special Home Made Chicken and Beef-steak Pies. Lunch from \$.55. Dinner from \$.75.

MICHEL, 38 E. 53rd St., well known for his hors d'oeuvres Parisienne, pompano Veronique, and frog legs Provençale, presents his newly decorated Salle de Pommes. Luncheon \$1.00; Dinner \$1.50. EL. 5-8966.

MASCOTTE
A Restaurant
at 19 East 60th Street
Telephone Regent 4-5226

PRUNIER'S—121 E. 52nd St. Noted for sea food and game. Luncheon, cocktail hour, dinner, and supper. After 10 p.m. a rendezvous for cocktails and zakuski at the bar intime. EL. 5-9706.

HAPSBURG HOUSE—313 E. 55 St.—Novel—Intimate. Dishes reminiscent of the Vienna of Franz Josef. The wine cellar has been called the "best in N. Y." Luncheon, cocktails, dinner, supper. EL. 5-8493.

—with dancing

LE COQ ROUGE—65 E. 56th St. Internationally famous cuisine. Where Society meets for Luncheon, Dinner & after theatre. Dancing. Continental atmosphere. Entertainment. "Le Coq Rouge Trio." Res. P.L. 3-8887.

L'ESCARGOT D'OR at 254 West 54th St. on the 16th floor. Delightfully French and best known for its excellent snails and frog legs. Entertainment and dancing. No cover charge. Columbus 5-9107-9861.

EL CHICO, 80 Grove St.—Authentic Spanish food, wines, waiters, entertainment, music, furniture & decorations. Dancing & dining from 6 to 2:30 A.M. Dinner from \$1.50 and \$2. Tel. Chelsea 2 1616

ROCKEFELLER PLAZA RESTAURANT and Cocktail Lounge, 32 West 50th St., R.C.A. Bldg. Luncheon from 90c. Dinner—Old New York Room—from \$1.25. Dinner and Supper—Plaza Room—A la carte. Walter DeSoto and Eve Young entertain during Cocktail Hour (5 to 8) and After Theatre Supper (10 to 1). Air-conditioned. "Smart but Informal."

RESTAURANTS—with dancing

(Continued)

"ANNA HELD'S IN TOWN"—1st Ave. & 52nd St. The most delightful Rendezvous for Cocktails—Dinner—Supper. "Food with a French Accent." Music; entertainment. Try our "Chiens Chauds" at 2 A.M.

ST. MORITZ-ON-THE-PARK, 50 Central Park S. The Continental Room, Dinner and Supper Dancing. Ron Perry's Orchestra, entertainment. Also the Café de la Paix and America's only Rumpelmayers.

WHERE RUSSIAN SOCIETY MEETS for luncheon, cocktails & dinner, with Gypsy music & singing. Blini and Beluga caviar. Eldorado 5-8072. The Caucasian Eagle, 112 E. 55th St. at Park Ave.

CAFÉ LOYALE—521-5th Ave. Shoppers' luncheon 75c. Chicken dinner \$1. Filet Mignon or broiled Lobster Dinner \$1.25. Rooms for Parties, Weddings, Banquets. Music, Dancing, no extra charge. L. H. Saltzman.

JANET OF FRANCE—237 W. 52nd St. The "Café" of the famous "Onion Soup" presents New York's finest Plank Steak dinner including cocktail \$1.50. Luncheon 65c, dinner \$1.00. CO. 5-8717.



CAFES

KUNGSHOLM—142 East 55th St. A cocktail lounge like the fine wine that is served—mellow and in good taste. A Continental café featuring famous Swedish Hors d'Oeuvres—Luncheon, Dinner Prix Fixe. Wines, Liquors. Cocktail par excellence. EL. 5-8183.

BLACKSTONE CAFE & BAR—50 East 58th St. Special luncheon with cocktail 75c. Dinner from \$1 to \$1.75. Favorite place for luncheon, cocktails, dinner, and after theatre.



SMART CLUB

LEON & EDDIE'S—33 W. 52—Just jammed full of grand things to eat and entertainment that tantalizes. Come for dinner and stay all night. Lunch - Dinner - Supper - Cocktails



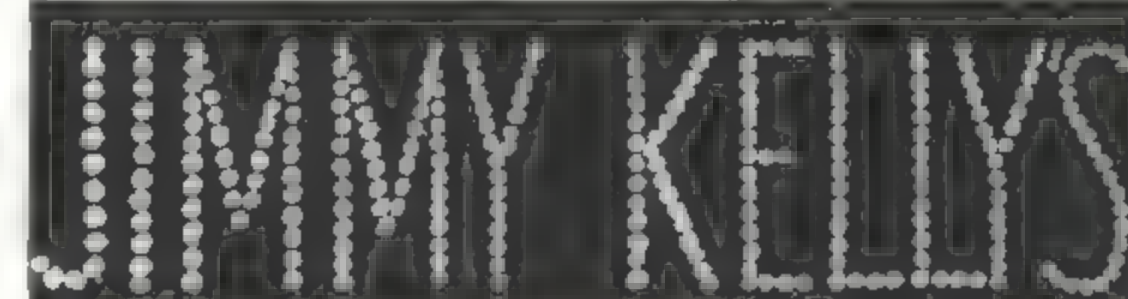
DISTINCTIVE BAR

RITZ-CARLTON, Madison at 46th. The Ritz Bars—Ladies' Bar for ladies and their escorts; Men's Bar for their exclusive use. Both popular rendezvous before lunching or dining in the Oval Restaurant.

OUT-OF-TOWN

HARVEY'S FAMOUS RESTAURANT—1107 Connecticut Avenue, Famous for notable dinners and distinguished diners since 1858, your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

THE OLD MANSION, Somerville, New Jersey. Junction Routes 28 & 29. Delectable Southern food served in a beautiful historic setting; luncheon, bridge teas, dinner. Selected beverages.



"The Montmartre of N. Y."

181 Sullivan Street
Dinner \$1.25 to \$1.75
3 SHOWS NIGHTLY 9-12-2:30
featuring

Danny Higgins & John Rockwood
Carter & Schaub
Janice Andrea (Venus on Parade
in a White Peacock)
and many others
OPEN SUNDAYS



SNOW MAGIC in CALIFORNIA



• ALL SET FOR SPORT



• ICE WALTZ



• SKI-CHAMPION HANNES SCHROLL



In sheer-walled Yosemite Valley...a glittering white pageant...a short, sunny ride from golf on green fairways.

At just about this time of year Old Winter sneaks up over California's eastern rim to coat the high Sierra with a 10-foot covering of snow. And San Franciscans and their friends scurry through the city's gay, smart shops selecting bright, big woolly mufflers, sweaters, mittens . . . And skates and skis and snowshoes.

Six hours' ride away, Yosemite National Park is suddenly become a fairyland of white. White towering domes. White cliffs. White rocky minarets that rear above the white stretch of the Valley floor.

Against the perpendicular, stupendous Valley walls, spinning figures cast swift shadows that spell fun. There is the thrill of tobogganing. And skating on the West's largest outdoor rink, beneath great Glacier Point.

Dog teams whistle past the skaters, drawn by bounding Malamutes. And up at Badger Pass, above the Valley's rim, famed Hannes Schroll presides over a new Tyrolian Ski Lodge whence devotees of the aristocrat of winter sports go skimming over miles of glistening slope...and finally return to re-create

the day's adventure as they lounge contented in the warmth of crackling logs.

Later, from the beautiful Hotel Ahwahnee, built from the very stone that faces the Valley walls, sleighs trundle off to show you how the bright Moon rises over incomparable Half Dome, towering above.

Neither Europe nor America knows another Winter place like this...its entrance guarded by gigantic Mariposa Redwoods older than the Pyramids.

And always, down below the green foothills, across the flowered Valley of the San Joaquin, waits San Francisco. Crossroads to a hundred varied, fascinating places. Dreamy Monterey and Del Monte where it is always Spring. Lake Tahoe. The Gold Towns. The Wine Coun-

try. The Redwood Empire. Jack London's Valley of the Moon.

San Francisco is the ideal center for your California vacation at any time of year. Long will you remember your stay in her debonair hotels... your first ride by tiny cable car, the cosmopolitan restaurants, Chinatown... your pre-view of the world's two greatest bridges.

But get the whole exciting story! Send the coupon below. And plan to come now while Special Winter railroad fares are in effect. From Chicago, the roundtrip fare is only \$86.00. Proportionate from other centers.

SAN FRANCISCO

Center of the California Vacationland

CALIFORNIANS INC., Room 1912, 703 Market Street, San Francisco. Please send me your 64-page illustrated book about San Francisco and the California Vacationland. Also (check if you wish this ☐) the folder describing Yosemite vacation movies (16 mm.). Winter and Summer scenes: 100, 200, 400 ft. reels.

Name _____

Street _____

City _____ State _____



• THRILLS AREN'T ALL OUTDOORS

ARIZONA

Chandler



San Marcos on Desert

The San Marcos Hotel and Bungalows—now in 24th season—own all-grass, 18-hole golf course adjoining. Exclusive clientele. Glorious, warm, dry winter climate here amidst orange, palm groves—giant cacti—romantic desert—rodeos—all sports. Low wind, no dust. 20 miles from Phoenix. Myron R. Gilbert, Manager.

Litchfield Park

The Wigwam. Distinguished Inn & attractive bungalows in glorious desert setting near Phoenix. Golf, ride, relax. Rates from \$8. Amer. Plan. Bklt.

Mesa

El Portal. A modern hotel, beautiful grounds. Excellent food, America's finest winter climate. 15 miles from Phoenix. European, moderate rates.

Phoenix

Ingliside Inn and Cottages. Distinctive, conservative, yet delightfully informal. Internationally famous for food and hospitality. Polo, golf, horses, tennis.

Tucson

Arizona Inn. Arizona's foremost Resort Hotel. Exclusive clientele. Charming Garden Homes. Every room has bath and sunporch. Bklt. L. R. Howard, Mgr.

El Conquistador. Landscaped resort hotel, with spacious bungalows, in midst of desert grandeur. Distinguished clientele. Glorious climate. All sports.

Pioneer Hotel. Southern Arizona's finest. 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible Rates.

CALIFORNIA

Arrowhead Springs

Arrowhead Springs Hotel. All sports. Reasonable rates. New health rewards your visit in this restful, charming, modern Spa.

Beverly Hills

Beverly Hills Hotel & Bungalows. Mid the quiet and beauty of Beverly, twenty minutes from Los Angeles. Featuring a One, Two, and Three Meal Plan.

Palm Springs

Desert Inn. Luxurious hotel and bungalow accommodations. All sports. Season, October 1 to June 1. Rates \$10 up. Write for folder.

El Mirador Hotel. America's foremost desert resort. Unexcelled cuisine. Golf, tennis, riding, outdoor swimming pool. Discriminating clientele.

Pasadena

Maryland Hotel and Garden Bungalows. European Plan. Rates \$3.50 and up. Ten minutes from San Anita. Entirely new Management.

Santa Barbara

Santa Barbara Biltmore. Famed seashore resort hotel, sheltered by mountains. Sunny days for swimming and all sports. American Plan \$9. up.

COLORADO

Denver

Brown Palace Hotel. \$200,000 Improvements just made . . . for your greater comfort and pleasure at this, the Mountain West's ranking metropolitan hotel.

DISTRICT OF COLUMBIA

Washington

Annapolis Hotel. 400 outside rooms, 400 baths. Close to shopping district & Government Bldgs. From \$2.50 single; \$1. double. H. H. Cummings, Mgr.

The Raleigh Hotel. Across Pennsylvania Ave. from new Government Bldgs. Dining rooms air cooled. Rooms with tub & shower. \$3.-\$5. one, \$4.50-\$8. two. E.P.

FLORIDA

Bradenton

Hotel Manatee River. Fireproof. Modern. Hotel rooms and apartments. Amazingly moderate rates. Wonderful meals. Golf, fishing, etc. November 15th.

Florence Villa

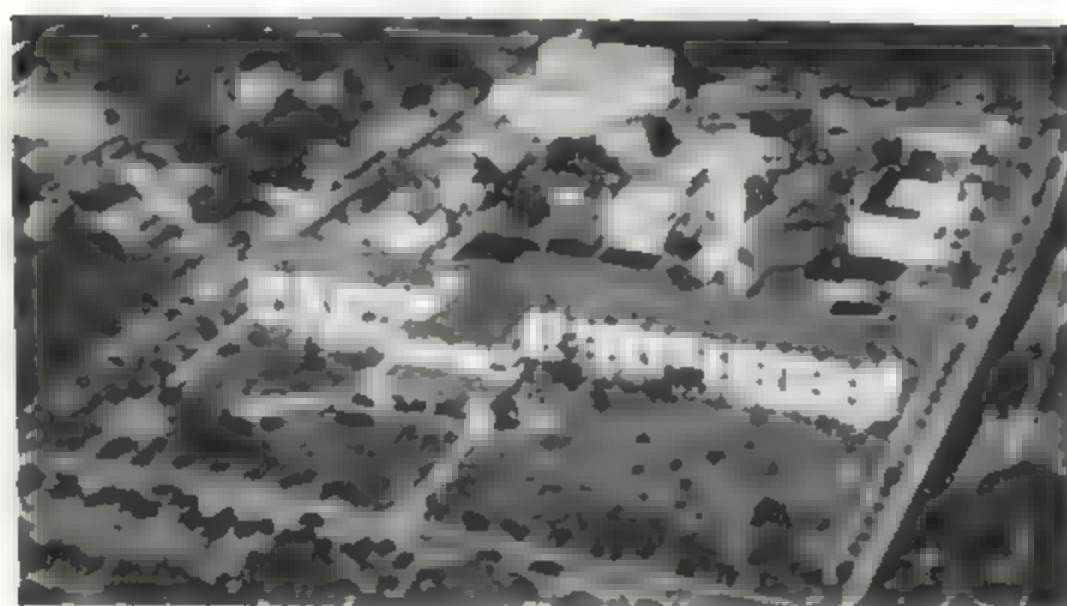
The Florence Villa. Central Florida. Lake Shores. Boating, fishing, golf, 2 theatres. Trio. Fla. 2, U.S. 17 & 92. A.C.L. & Seaboard R.R. Select Clientele.

Daytona Beach

Clarendon Hotel. Directly on the Ocean Front. Fireproof. Amer. Plan \$7. up. Golf, tennis, fishing. Select clientele. Open Dec. 14 to May 1.

FLORIDA—(Cont.)

Daytona Beach (Cont.)



The Princess Islena

Under direction H. W. Haynes for 24 years. 16 buildings in lovely 6-acre estate. Sunny atmosphere indoors and out. Near famous beach. All sports. 18-hole miniature golf course and fully equipped children's playground. Sun decks. Concerts. Cottages. Best clientele. Finest meals. (Summer—Whiteface Inn, Lake Placid.) N. Y. Office 500-5th Ave. MEdallion 3-1827.

Hollywood



Hollywood Beach Hotel

America's greatest winter playground, conducted on the "Super-American" Plan, with petty charges eliminated. 18 miles north of Miami. 500 rooms, each with bath. Private beach and boardwalk. Championship eighteen-hole golf course. Dancing Deck, children's playground, roof solariums. A royal welcome awaits you. Write for literature. Oscar T. Johnson, General Manager.

Lakeland

Hotel Lakeland Terrace. Fireproof, modern, centrally located. Overlooking lakes. Steam heat. Moderate rates. Golf, hunting, fishing. Open all year.

Miami

Hotel Alcazar. "Miami's most modern bayfront hotel." Steam Heat. Two-channel radio, dining room, coffee shop, and beautiful roof garden. Open all year.

The Columbus. "Miami's Finest Bay Front Hotel." Seventeen floors of solid comfort. Roof Dining-room. Accommodates 500. European Plan.

The Dallas Park. Fireproof. Overlooking Biscayne Bay. Desirable apartments, attractive hotel rooms. Nude sun bathing cabanas atop 11th floor roof.

The McAllister. Facing beautiful Bayfront Park and Biscayne Bay. 500 rooms with bath. Reasonable Rates. Leonard K. Thomson, Mgr.

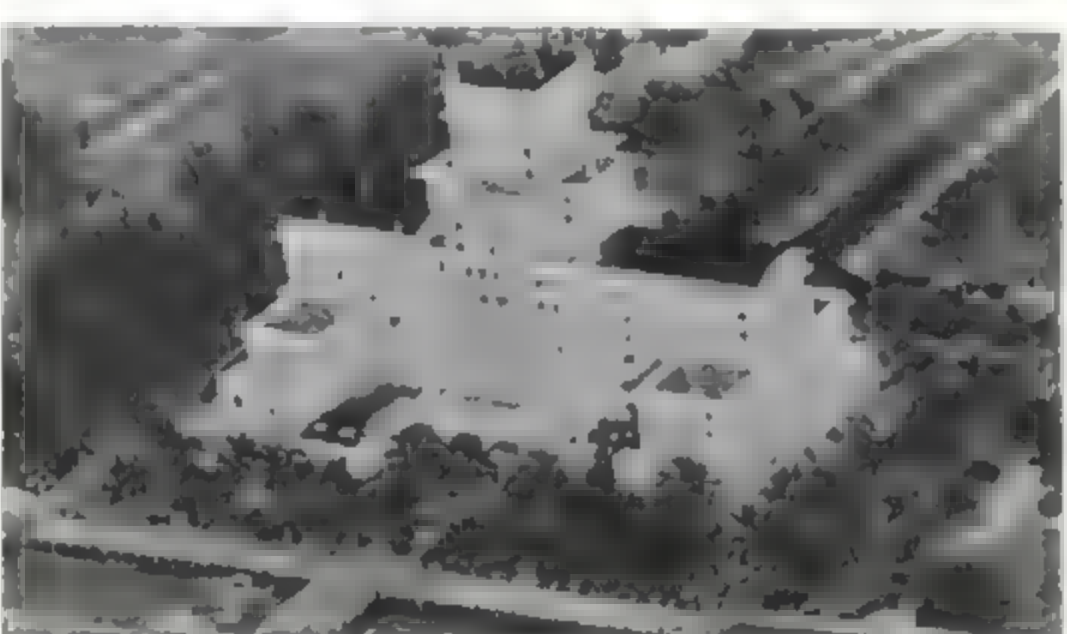
Miami Beach



The Flamingo

Florida's Foremost Resort Hotel—Famed for food, service, unsurpassed location, and distinctive clientele—Surrounded by twelve acres of beautifully landscaped grounds, yet in the center of social and sports activities—As exclusive as your own club—Particularly attractive rates during December—Just the place for the Christmas Holiday Season. C. S. Krom, Manager.

Miami Beach



The Fleetwood

Overlooking beautiful Biscayne Bay, one of the finest hotels in Miami Beach. Reasonable rates, European plan. Splendid food and excellent service. A DeWitt Operated Hotel. Large dock for yachts and pleasure boats. Deep Sea Fishing facilities. For rates and particulars, call or write New York Office, New Yorker Hotel.



A DIRECTORY OF FINE

FLORIDA—(Cont.)

Miami Beach (Cont.)



The Hotel Pancoast

Most exclusive resort hotel in America. Located in an exotic tropical setting directly on the Ocean front. Private bathing beach and cabana club. Restful atmosphere, yet close to all seasonal activities. Outdoor sports all winter. Open all year. American plan during winter season. Write or wire to Arthur Pancoast, President; Norman Pancoast, Manager.

Miami Beach

The Barclay-Plaza. Conveniently located, ultra modern, agreeably different, thoughtfully planned to please the discriminating. Now open—first season.

The Whitman-By-The-Sea in the exclusive North Beach section. Smart, new, distinctly modern. Open for the first season.

Orlando

Hotel Wyoming. Located in tropical park. Every desired service and convenience. Table of unusual excellence. Well-rounded entertainment program.

Ormond Beach

Cequina Hotel. Directly on the Ocean Front. Fireproof. Amer. Plan. \$7 up. Golf, Tennis, Fishing. Select Clientele. Open Jan. 11 to May 1.

St. Augustine

Hotel Monson. An ideal winter home delightfully located on Matanzas Bay. Excellent golf, boating, fishing and other sports. Booklet. C. E. Young.

St. Petersburg

Jungle Hotel. Famous Jungle Golf Course, first tee at the door. Country-club atmosphere. American plan. Booklet on request. John F. Hynes, Manager.

Princess Martha Hotel. In the heart of St. Petersburg. Modern, fireproof, every convenience. 250 rooms, each with bath. European plan. A. L. Manning, Mgr.

Soreno Hotel. On Tampa Bay. Modern, fireproof. 210 rooms, each with bath. Service and cuisine of highest order. Every sport attraction. Booklet.

St. Petersburg



The Vinoy Park Hotel

In the land of sunshine, facing glorious Tampa Bay . . . The largest fireproof hotel on Florida's enchanting West Coast . . . Sun bathing . . . Every recreational feature . . . The best in service and cuisine . . . Luxurious and comfortable accommodations . . . Open from December 10 until April . . . Rates considerate . . . Booklet on request. Clement Kennedy, Managing Director.

Sarasota

Hotel Sarasota Terrace. Leading resort hotel. Roof Solarium. Unexcelled cuisine. Bobby Jones Golf Course. Fishing, Bathing, etc. December 15th.

HOLIDAY BY THE SEA

A gala dinner-dance Friday evening, December 20, marks the opening of the winter season at The Cloister, Sea Island, Georgia. During the Christmas holidays, particularly, the atmosphere at this famous resort will be anything but cloister-like. There will be a series of dances—some at the Yacht Club and at the new Golf Club-house—climaxed by a supper-dance on New Year's Eve, to be held in The Cloister lounge. In addition, the management has planned concerts of Negro spirituals, Monte Carlo celebrations, moonlight horseback rides and cruises, and beach oyster roasts.

Extending through the winter and spring, The Cloister season has its full quota of sports events. The hunting-season opened November 20. At the Sea Island Preserve—65,000 acres of woodlands—hunters can try their luck for wild turkey, deer, quail, dove, and other game in abundance.

ON THE BOARDWALK

Judging from the colossal turkey consumption in Atlantic City over Thanksgiving, it looks as though you will have to make your reservations now for the coming winter holidays if you don't want to sleep under the boardwalk. The hosts have had their thinking-caps on, and there will be something doing all the time. The big winter program starts off on December 20 with the opening of the Ice Rink in the Auditorium, which will be the setting for good, fast hockey games every Friday and Saturday night. And, after they've gathered up what's left of the teams, you can strap on your own tubes and go into your glide. One of the special attractions at the start of the skating season will be an Ice Gymkhana on December 31.

WINTER SPORTS IN AMERICA

On the West Coast, Yosemite National Park, California, began its season December 14 with the official opening of the Yosemite Winter Club Ring and annual Winter Club frolic. For ice-lovers, several skating gymkhanas have been planned, as well as a fancy-dress carnival and skating exhibition. For those who prefer snow, there will be conducted ski tours to the new Yosemite-Badger Pass ski slopes, and, on December 26, the Winter Club Ski Meet will be held, at which the new Ski House will be officially opened. Yosemite always celebrates Christmas with gusto—yule log, Santa Claus, Christmas-tree,

TRAVELOG

HOTELS AND RESORTS

and all. High point in the festivities is the annual Bracebridge Dinner and dance, December 25, at The Ahwahnee Hotel. On this occasion, the genial host and his lady invite all the guests to a regular old English Christmas dinner, carried out in approved Irving style to the last detail.

At Lake Placid, the season also began December 14, with the raising of the Winter Sports Flag in the Olympic Arena. A ski-jumping tournament, December 21, a four-man hob-sled race over a half-mile course, December 29, and many amateur and inter-collegiate hockey games are listed on the sports program. The famous Mt. Van Hoevenberg Olympic Bob Run will be opened December 22. Guests will be permitted to ride with licenced pilots and brakemen over this most thrilling course.

VARIETY AT MIAMI

Whatever your favourite sports poison for the next two weeks, Miami seems to be able to furnish it. Aquatic Sports Carnivals at the Miami Biltmore are scheduled for December 15 and 22, followed by the Miami Biltmore Olympic Stars Meet from December 29 to 31. Toward the end of the month come the Miami Springs Club Curtis Cup Golf Tournament and . . . hold your breath! . . . the International Motor-cycle Races. If you skip all of these sporting events and turn social, you should be interested in the Miami Biltmore Country Club Christmas Party—on December 25, of course—and the gala New Year's Eve Ball at the Roney Plaza.

WINTER AT WHITE SULPHUR

If you want a pleasant, easy-going winter vacation—an opportunity to rest from the razzle-dazzle of town—you'll find it at White Sulphur Springs, West Virginia. Here you can play as much golf as you please . . . or ride, or swim, or do trap-shooting . . . and, if you like, take the baths which are part of the daily routine. The important thing is that all activity here is at a leisurely pace, so that you forget that there are such things as appointments to keep or date lines to meet. The holiday festivities at The Greenbrier include a Christmas Night Ball, in the Cameo Room, and a New Year's Eve dinner-dance, to be held in the Terrace Room.

JUST TO KEEP POSTED

GOLF: British Colonial Open Golf Tournament, Nassau, Bahamas, December 20 to 22. Annual Mid-winter Tournament, Pinehurst, North Carolina, December 27 to 31.

FLORIDA—(Cont.)

Sebring—On the Ridge

Harder Hall. In the Scenic Highlands. No humidity. 150 Rooms with Bath. Steam Heat. Golf Course (6500 yds.) at door. Moderate rates. Booklet.

Kenilworth Lodge. With own championship golf course, 6400 yards, at the door. Pure soft water. Steam heat, sprinkler system, elevator, etc. Booklet.

West Palm Beach

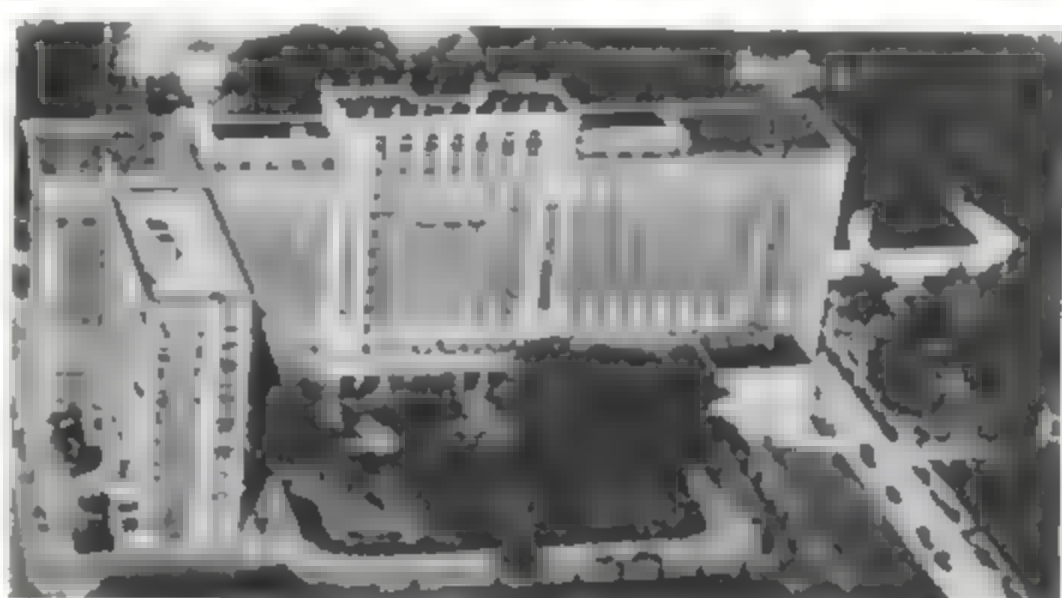
Hotel Royal Worth. Fireproof, modern resort hotel overlooking beautiful Lake Worth. Spacious lounges, porches. Steam heat. Golf, sailfishing, etc. Dec. 15th.

Winter Park

Virginia Inn. On Lake Osecola. An Inn of Charm and Friendly Hospitality. Steam heat. Elevator. Automatic sprinklers. Amer. Plan. Attractive rates.

GEORGIA

Atlanta



Atlanta Biltmore

On your visit South, stay and play in Atlanta's delightful, invigorating climate. See Stone Mountain, the famed Cyclorama, replica of Robert Burns' cottage, Federal Prison, etc. Golf virtually every day. The Biltmore is out of the noise district; only five minutes by motor to heart of city. Excellent Southern cuisine. "Considerate Service." Rates from \$3. William Candler, Mgr.

Augusta



Bon Air Hotel

Operated both American and European plan, under direction of Theo. DeWitt, nationally famous hotel operator. Two fine golf courses on grounds, splendid stables and bridle paths and every sport facility. Augusta is the "winter golf capital of America," with winter temperatures warmer than Nice or Naples. For rates and particulars write Theo. DeWitt, Cleveland, Ohio.

Savannah

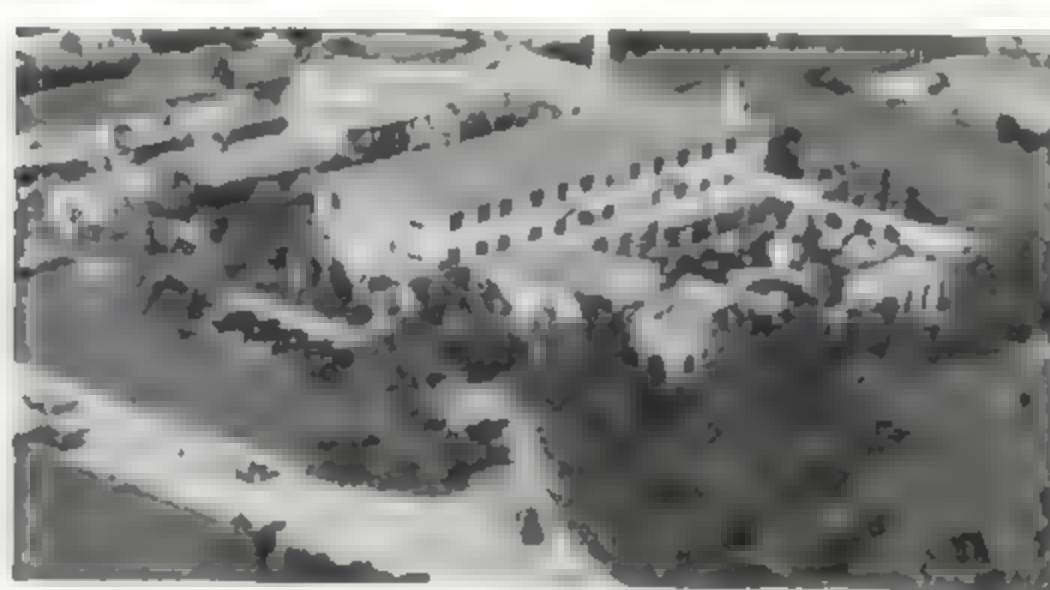


The General Oglethorpe

On beautiful Wilmington Island, in a domain all its own, with an 18-hole Donald Ross golf course, fine fresh water pool, dining and dancing every evening to nationally famous orchestras, splendid stables and miles of bridle paths, sand-clay tennis courts, skeet shooting, fishing, hunting, etc. A DeWitt Operated Hotel. Open the year 'round. Commercial rates. Free Garage.

GEORGIA—(Cont.)

Sea Island



The Cloister

New horizons await you at Sea Island where there's a continuous rhythm of play. Finest golf, skeet, tennis, riding, fishing, hunting, sailing, cycling, surf and pool bathing, dancing—at The Cloister indulge your flair for good living. Easily accessible. Early season rates until February. N. Y. Office, 500-5th Ave. (Penn. 6-2060). Chicago Office, 332 S. Mich. Ave. (Wab. 8381).

Thomasville

Three Toms Inn. The aristocratic resort of the South. Splendid golf, hunting, etc. Ideal climate. American plan \$6.00 up. Write for booklet.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

NEW HAMPSHIRE

White Mountains—Sugar Hill

Peckett's-on-Sugar Hill. Skiing center of the White Mountains. Arlberg technique. Booklet. Post Office: Franconia, New Hampshire.

NEW JERSEY

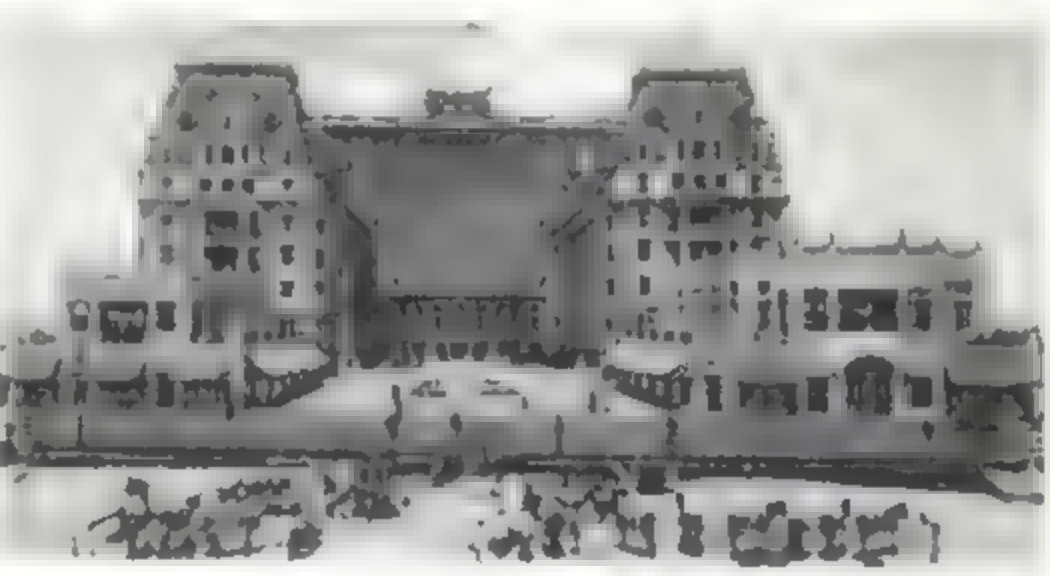
Atlantic City



Chalfonte-Haddon Hall

A real old-fashioned Christmas, with the added sparkle of spending it by the sea. Stockings for the youngsters. Carols. A mammoth tree and a bounteous feast. Golf, riding, skating, and hockey. Varied entertainment climaxed by a lively New Year's Eve Party. Moderate rates. American and European Plans. Special weekly rates.

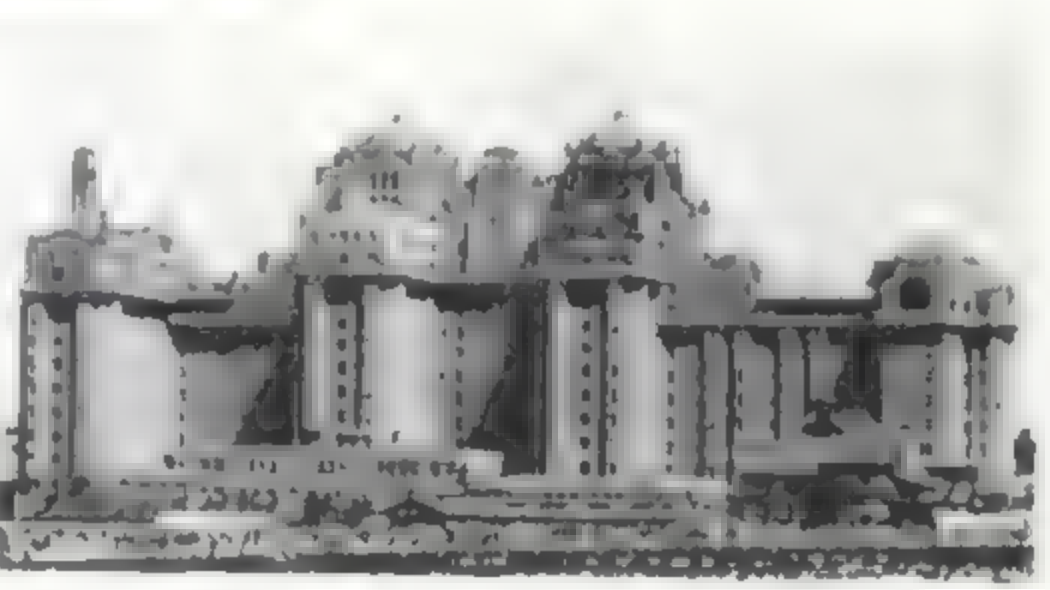
Atlantic City



Hotel Dennis

Directly on the Boardwalk—offers you the warm welcome of an ideal winter home beside the sea . . . featuring—with a special appeal to families—the rare cheer and attractions of the Christmas-New Year holidays. Sun decks. Sea water baths. Garden Terrace. American and European plans. Walter J. Buzby, Inc.

Atlantic City



The Traymore

Enjoy the delightfully mild winter climate at this world-famous hotel. Large outside sleeping rooms overlooking the ocean. Open and enclosed sun-decks at the ocean's edge. An inimitable cuisine. Music, Dancing. Continental Cocktail Lounge. Health Baths, golf on summer greens, riding on the beach, bicycling on the boardwalk. American or European Plan.

NEW YORK

Albany

De Witt Clinton. A Knott Hotel. New, well appointed. Faces Capitol Park. Splendid meals; attentive service. Come, we'll make you happy.

New York City

Hotel Parkside. 20th St. and Irving Place. In convenient Gramermy Park. Solariums, roof terraces. \$2 per day—\$10 per week. A Knott Hotel.

NORTH CAROLINA

Greensboro

Sedgefield Inn. Restful. Modern. Adjoins Famous Golf Course. Riding, Tennis, etc. Excellent Food. American Plan. Folder.

PENNSYLVANIA

Pocono Mountains—Buck Hill Falls



Snow Sports at The Inn

Enjoy winter fun in the Poconos. 3 hours from N. Y. and Phila. Skiing, sledging, tobogganing (2 chutes), dog sledging, riding, sleighing, skating, etc. Slides and trails to meet tastes of all. Every comfort indoors. 300-room, entirely fire-proof Inn. Latest talking pictures, dancing, etc. Low winter rates. Selected clientele. N. Y. Office 500 5th Ave. Lackawanna 4-4212.

SOUTH CAROLINA

Aiken

Highland Park. Aiken's most beautiful resort situated in seven acre private park. Excellent accommodations. High class clientele. Rates reasonable. Bklt.

Summerville

The Carolina Inn and Cottages. Rest or recreation among the pines. Golf—18 holes—grass greens. Riding, hunting, skeet shooting. Moore & Sons.

TEXAS

San Antonio

Gallagher Ranch. Beautiful, historic ranch, 10,000 acres. Rooms with private bath. Electric lights. Telephone. Also cattle ranch. Open November to June.

BAHAMA ISLANDS

Nassau

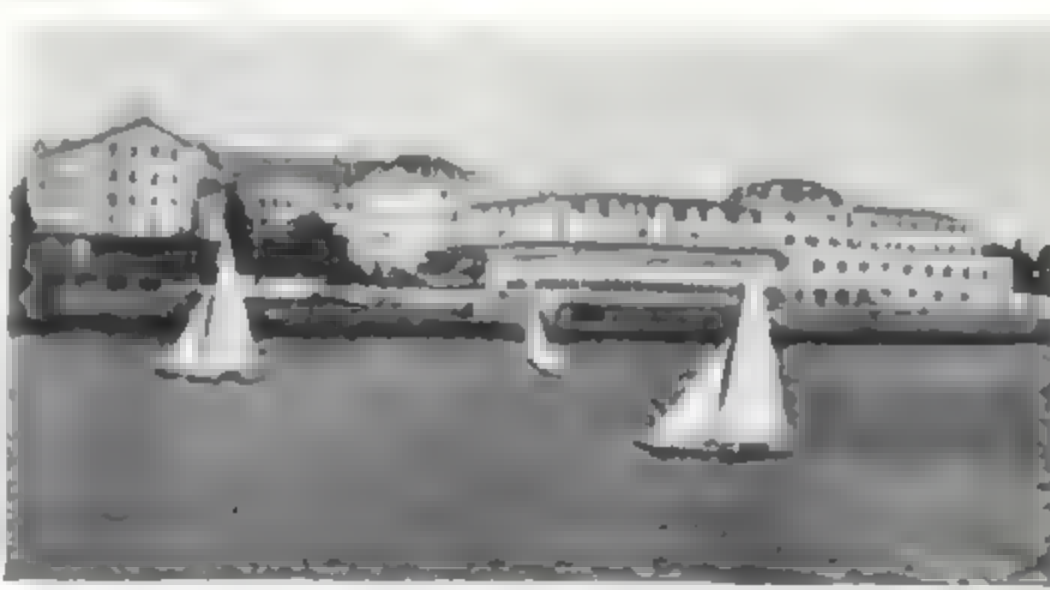


British Colonial Hotel

Holiday center of this British Riviera. Renowned for its Continental comforts and cuisine, the beauty of its waterfront garden estate overlooking the sea, its complete resort facilities. Outdoor swimming pool; surf bathing; every sport from golf to game-fishing. American plan. Address: British Colonial Booking Director, 521 Fifth Ave. (Suite 2421-25), New York, N. Y.

BERMUDA

Hamilton



Princess Hotel

Built 1885, re-built 1931. Bermuda's largest hotel. Half a century in tradition, in hospitality, under one continued management. Insures the nicety of living to be found only in a truly great hotel—delightful suites available also in Princess cottage colony. Attractive rates. For full details, consult your local Travel Agent. Or write to the Princess Hotel, Bermuda.

CUBA

Havana

Hotel Plaza. Facing Central Park. The home of Americans in Havana, where the guest finds comfort, distinction and convenience. E. Espin, Manager.

You will find it of advantage to identify yourself as a reader of Vogue, in writing to these advertisers

Florida East Coast

hotels of the famous Flagler System, offering splendid accommodations, superb cuisine, courteous service and moderate rates.

• • •

For information and reservations at these four hotels address

**FLORIDA EAST COAST
HOTEL COMPANY**
2 West 45th Street . . . New York

Hotel Ponce de Leon at St. Augustine



Enjoy the best GOLF in the South on the picturesque St. Augustine Links, with excellent GRASS greens.

Hotel Ormond at Ormond Beach



In an environment inviting rest and relaxation . . . featuring golf, tennis, archery, boating and surf bathing.

The Breakers at Palm Beach



The finest resort hotel in the world . . . in the center of America's winter gayety . . . sports and social diversions.

Casa Marina Key West



The haven for real fishermen . . . in the mildest and most equable climate . . . private bathing beach . . . golf.



Enchantment Awaits You— in Havana

Under sunny smiling skies, the grandeur and charm of old Spain vie with the gay romantic tempo of modern Havana to give you a city of pleasure . . . A renowned meeting place for visitors and Cuban society is El Encanto, famous for its exquisite lingerie, French perfumes, Spanish linens, custom-made shirts and Panama Hats...treasures you will want to bring home with you.

El Encanto
Solis, Entrialgo & Co.
**Cuba's Largest and Smartest
Department Store**
• HAVANA •

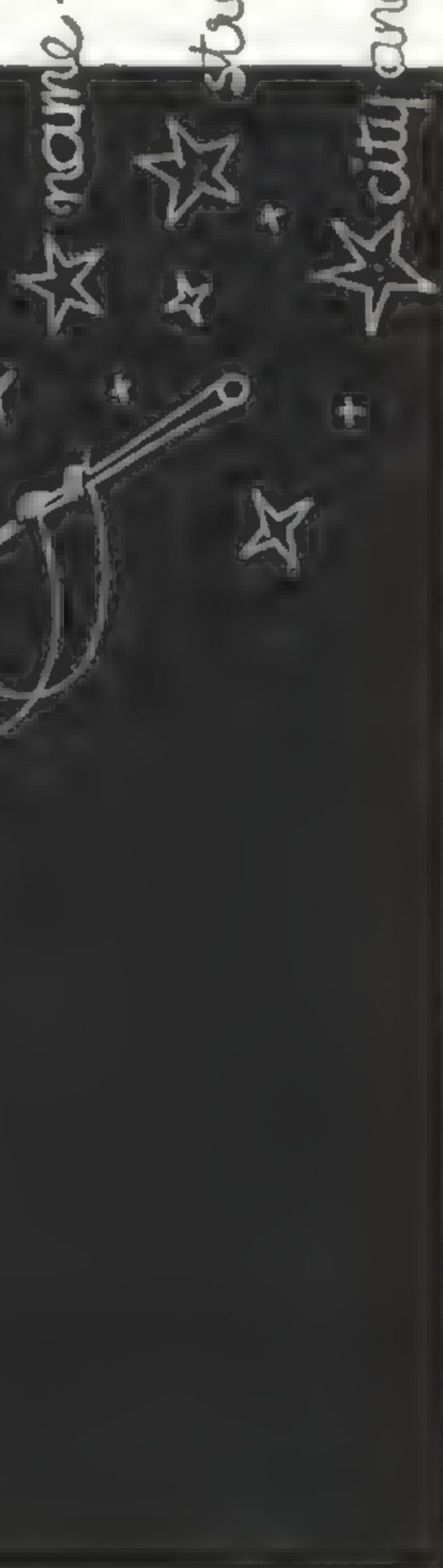
On Request — Interesting Tourist Booklet

Lopez Mendez

VOGUE, THE CONDÉ NAST PUBLICATIONS, INC., 420 LEXINGTON AVENUE, NEW YORK CITY

☐ I am enclosing \$5.00 for one year (24 issues) of Vogue
☐ I am enclosing \$8.00 for two years (48 issues) of Vogue

I want to see the
whole world of fashion
I want Vogue—
regularly



V.M.-12-15-35

India



ALL AROUND INDIA

4 weeks • \$369

So much for so little! That's because travel costs and living expenses are less in India than anywhere else in the world. And this is what you see: Start at Colombo where the finest pearls are found . . . go up to Madras with its fantastic Gopuram pyramids, then Madras where the lover of sports plays golf and polo . . . across India to busy Bombay . . . and up to Jaipur, the rose-colored city. See the breath-taking Taj Mahal in Agra, then Delhi with its intriguing shops and irresistible bargains . . . famous Lucknow, and Benares on the holy Ganges . . . Darjeeling in the heart of the snow-capped Himalayas . . . and finally, glamorous Calcutta. 20 never-to-be-forgotten places!

All expenses for this four-weeks' tour: \$369 per person (party of three), including rail fares, personal servant, hotels, and extras. Information: India State Railways, 38 E. 57th St., New York . . . or the better travel agents.



"WHEN I selected the Great White Fleet for my Caribbean Cruise, I thought I knew all about ocean travel—I'd been so many places before. But I was in for some wonderful surprises. The way they make you feel like a royal visitor from the moment you come aboard. And the food!..."

That's saying it better than we could. That's what we mean when we talk about personalized service, "every passenger a guest," and the veteran experience of the men we assign to these cruises, on shipboard and ashore. Add to that the exotic tropical ports, the spotless white liners, the outdoor swimming pools, sport decks, alluring dance music and other cruising delights—and you'll understand why so many Caribbean travelers choose the Great White Fleet. Weekly sailings from New York, New Orleans, Los Angeles and San Francisco.

from NEW YORK
17 DAYS . . . \$200

to Havana, Jamaica, B.W.I., Panama Canal, Costa Rica. Opportunity to inspect Panama Canal and for thrilling trip to Costa Rica's mountain capital. Every Thursday.

18 DAYS . . . \$190

to Jamaica, B. W. I., Panama Canal, Colombia, South America. Every Saturday.

10, 11 and 13 DAYS.. \$135^{up} variously to Havana and Jamaica—including all expenses. Weekly sailings.

No passports required. Superior accommodations only slightly higher.

Apply any Authorized Travel Agent or UNITED FRUIT COMPANY, Pier 3, N. R. (Whitehall 4-1880) or 632 Fifth Ave., bet. 50th and 51st St., (Circle 7-1034) New York.

"Guest Cruises"

GREAT WHITE FLEET

WOMEN'S COLLEGE

MARYMOUNT COLLEGE

Accredited. Resident and non-resident. Confers B.A., B.S. Degrees. Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical, Athletics. Branches—Paris and Rome for foreign study. Address REV. MOTHER, TARRYTOWN, N. Y.

GIRLS' SCHOOLS

OGONTZ

Thorough college preparatory, general and elective courses. Junior College, with academic and vocational majors: secretarial, home-making, dramatics, music and art. Rydal Hall, separate Junior School. ABBY A. SUTHERLAND, OGONTZ SCHOOL P.O., PA.

FINCH SCHOOL

For graduates of preparatory schools. Resident and day. Courses combining liberal arts and vocational subjects. Major courses in art, dramatics, home-making, music, languages, and secretarial work. JESSICA V. CONGRAVE, 61 E. 77TH ST., N. Y. C.

GARDNER SCHOOL

154 East 70th Street, New York. Resident and day school for girls. Accredited. Elementary, College Preparatory, Secretarial and Junior Collegiate courses. Music. All athletics. 78th year. M. ELIZABETH MASLAND, PRINCIPAL

BRIARCLIFF

Junior College: Liberal Arts, Music, Art, Home Economics, Theatre Arts, Business, Architecture. Separate college preparatory and general group. Golf, riding, swimming pool. New York advantages. BRIARCLIFF, BOX V, BRIARCLIFF MANOR, NEW YORK

MARYMOUNT SCHOOL

AND JUNIOR COLLEGE

Resident and non-resident. Accredited. Upper and Lower Schools—College Prep, Music, Art, Dramatics, Sports. Branches Paris and Rome for foreign study. Address REV. MOTHER, TARRYTOWN, N. Y.

THE KNOX SCHOOL

A country school with high academic standing. Junior High, College preparatory, C.E.B. exams. Two-year advanced diploma courses. Secretarial Science, Art, Music, Drama, Sports. MRS. F. RUSSELL HOUGHTON, BOX V, COOPERSTOWN, N. Y.

MARY C. WHEELER SCHOOL

A modern school for girls. College preparatory, general, post-graduate. Art, Music, Dramatics, Dancing. Outdoor sports for all on 150-acre farm. Riding. Separate Junior residence for girls 8-14. Catalogue. MARY HELENA DEY, PRINCIPAL, PROVIDENCE, R. I.

HOUSE IN THE PINES

Near Boston. College Preparation. Junior College course with study abroad. French house. Secretarial subjects. Art, household arts, music, riding. Separate Junior school. GERTRUDE E. CORNISH, PRINCIPAL, 49 PINE STREET, NORTON, MASS.

LASELL JUNIOR COLLEGE

For young women. Ten miles from Boston. Two-year courses for H. S. graduates. Special subjects. Separate Junior School. Gymnasium, swimming pool. Sports—golf, skiing, riding, tennis. GUY M. WINSLOW, PH.D., 126 WOODLAND ROAD, AUBURNDALE, MASS.

ROGERS HALL

New England traditions. College preparation. Advanced courses in secretarial training and home economics, music, art, and dramatics. Riding. Swimming pool. All winter sports. MRS. KATHARINE WHITTEN MCGAY, BOX V, LOWELL, MASSACHUSETTS

The schools advertised here will gladly send you their literature.

ST. MARGARET'S

Emphasizes preparation for the leading colleges. Excellent general course with music, dramatics, art, and secretarial work. Hockey, riding, and other sports. Country estate, modern building. 61st year. ALBERTA C. EDELL, A.M., BOX V, WATERBURY, CONN.

SPRING HILL SCHOOL

For the Younger Girl

Thorough education for girls 4 to 16. Small classes. Careful supervision. 60 acre farm in the Berkshires. Ponies to ride, hills for skiing, coasting. All usual sports. Music and art. Moderate rates. Catalogue.

Mrs. William Spinney, Director
Box 103, Litchfield, Connecticut

WEBBER COLLEGE

BUSINESS
TRAINING
FOR WOMEN

WINTER SESSION starts January 6th in Florida. Complete curriculum, secretarial and executive. One- and Two-Year courses. Preparation for responsible positions. Swimming, riding, golf, and tennis. Catalog. Helen V. Allen, Sec'y. 535 Beacon St., Boston, Mass.

SCHOOL NEWS

... For advice on any type of school, write Miss Marian Courtney, Vogue's School Bureau, Room 1928, Graybar Bldg., 420 Lexington Ave., New York City. MOhawk 4-7500.

No Class Distinctions

The ideal school system is one in which each student may progress at the rate of speed best suited to his ability. Working towards this goal, The Hun School of Princeton, New Jersey, abandoned forms. Each boy is treated as an individual and is advanced or held back in each subject in accordance with his individual success or failure in that subject. There are definite requirements which must be met before a boy may leave the Junior Department to enter the Upper School and before he may receive a diploma. Otherwise, the school has no class distinctions. Boys who are working towards graduation may call themselves seniors, but the school does not so classify them.

Eat in French

If you feel the rust gathering on your French verbs, you may welcome an opportunity to polish them while you lunch. Mlle. Tatiane Gougoltz, whose school in New York City specializes in spoken French, is arranging a series of luncheons for women who speak the language and would like to have more practice. Conversation will be entirely in French—if you can't ask for butter in French, you don't get any butter. In order to give your ears practice in understand-

ing the best enunciation, Mlle. Gougoltz plans to give a short talk at each luncheon.

Teachers' Party

The Helen Norfleet School of New York City—thinking of the teachers who would like to spend their holidays in the metropolis—has planned a Christmas House Party for them. The school residence, in the East Nineties, will provide their living quarters, and a program of lectures, concerts, opera, theatres, and visits to museums has been arranged. For those who wish it, private lessons in languages, music, and the arts will be offered by the school. To many teachers who are accustomed to seeing New York only during the summer months, this plan for a winter visit when the city is most exciting will be most inviting.

Nautical Primary

Life on the bounding main has a great fascination for little boys... so Eaglebrook School, in Deerfield, Massachusetts, was very wise in calling its dormitory for the youngest ones "The Upper Deck" and furnishing it in a suitably nautical manner. It is really a part of the head-master's house. The primary department at Eaglebrook is new this year and is limited to nine boys of six to eight years. Its methods are progressive, based on principles that have been tried and tested. Its health program is sound, being in the hands of a trained nurse.

GIRLS' SCHOOLS

ROBERTS-BEACH SCHOOL

College preparatory school near Baltimore and Washington. Small classes, high scholastic standing. Separate house for younger girls. Music, Art. Variety of sports. LUCY GEORGE ROBERTS, PH.D., AND SARAH M. BEACH, PH.D., BOX V, CATONSVILLE, MD.

MARJORIE WEBSTER

SCHOOLS, INC.

Secretarial Science; Physical Education; Speech and Dramatic Art; Fine Arts; Junior College. Dormitories. Catalog, Box D. ROCK CREEK PARK ESTATES, WASHINGTON, D. C.

KING-SMITH STUDIO SCHOOL

Of Washington and Paris. Cultural and Professional study. Music, dancing, dramatics, languages, social sciences, art, secretarial. Residential. MR. AND MRS. AUGUST KING-SMITH, DIRECTORS, 1755 NEW HAMPSHIRE AVE., WASHINGTON, D. C.

CHEVY CHASE

Accredited Junior College and Senior High School. Art, Music, Drama, Secretarial, Home Ec. Washington advantages. Sports. Catalogue. MRS. F. E. FARRINGTON, REGENT, PHILIP MILO BAILL, PH.D., PRES., BOX V, CHEVY CHASE SCHOOL, WASHINGTON, D. C.

NATIONAL PARK SEMINARY

Suburban to Washington. Junior college and preparatory school. Distinguished patronage. All sports. Terminal courses and preparation for advanced university standing. Catalog. JAMES E. AMENT, PH.D., LL.D., BOX 5125, FOREST GLEN, MD.

WARRENTON COUNTRY SCHOOL

Beautifully located in Piedmont Valley 40 miles from Washington. French—the language of the house. College preparatory, cultural courses. The school is planned to teach girls how to study, to bring them nearer nature and to inculcate ideas of order and economy. All sports. Riding.

Mlle. Lea M. Boulogny, Principal
Box 18, Warrenton, Virginia

BOYS' SCHOOLS

FRESNAL RANCH SCHOOL

College preparation for 20 boys, 11-18. Staff of experienced masters. On 15,000 acre cattle ranch. In a sheltered canyon in the Baboquivari Mountains. All the interests of Western life. A horse for every boy. BRYAN F. PETERS, HEADMASTER, TUCSON, ARIZONA.

BLAIR ACADEMY

Excellent Preparation for College. Small Classes. Wide Choice of Sports and Student Activities. Golf Course. Swimming Pool. Careful Health Supervision. 65 miles from New York. Address CHARLES H. BREED, HEADMASTER, FOX LO, BLADESTOWN, N. J.

THE HUN SCHOOLS

Unusual educational plan for college preparation. Small classes. Separate campus and faculty for younger boys with optional five-day plan. All sports including polo and crew. JOHN G. HUN, 103 STOCKTON ST., PRINCETON, N. J.

Any of the schools advertised here will gladly give you further information. Letters mentioning VOGUE will receive special consideration.

WASSOOKEAG SCHOOL

Accredited preparatory school employing tutorial method. One teacher for every three boys. Flexible program adjusted to the interests and aims of the individual saves time and cost of college preparation. LLOYD HARVEY HATCH, HEADMASTER, DEXTER, ME.

NEW YORK MILITARY ACADEMY
CORNWALL-ON-HUDSON, NEW YORK
A SCHOOL OF DISTINCTION
Milton J. Davis
HEADMASTER-GENERAL, SUPERINTENDENT

CO-EDUCATIONAL SCHOOLS

OUT-OF-DOOR SCHOOL

SARASOTA, FLORIDA

Progressive resident and day school for boys and girls 3-18. Health program. Riding, fall term, in N. C. mountains. Swimming. FANNEAL V. HARRISON, DIR. N. Y. ADDRESS: 32 W. 58TH ST. WICK. 2-0288.

CHERRY LAWN SCHOOL

Progressive. Primary to college. Flexible groups. Good study habits stressed. Music, arts, dramatics. College preparation. Private lake, 38 miles from New York. 21st year. DRS. CHRISTINA STAFF, AND BORIS BOGORLOVSKY, DIRS., BOX V, DARTEN, CONN.

SECRETARIAL TRAINING

BALLARD SCHOOL

(63RD YEAR)

Secretarial Training. Modern Housekeeping, Home Nursing, Cookery, Dressmaking, Budgets. Day and evening courses. Pool, gym, cafeteria. Six residences. Y. W. C. A., 610 LEXINGTON AVE., NEW YORK CITY.

KATHARINE GIBBS SCHOOL

For young women. Secretarial. Executive. Academic. One- and two-year courses. Special course for college women. For catalog address: DEAN, 230 PARK AVE., NEW YORK; 90 MARLBORO ST., BOSTON; 155 ANGELL ST., PROVIDENCE.

MISS CONKLIN'S SCHOOL

Founded 1898. Secretarial and Executive training. Students from leading Colleges and Schools. Placement Bureau. Entrance January 2. Booklet. 105 WEST 40TH STREET NEW YORK CITY

PHOTOGRAPHY

PHOTOGRAPHY

Interesting, profitable work. Wonderful opportunities. Instruction by world famous experts. Commercial. News. Portrait. Motion Picture Photography. 25th year Booklet. NEW YORK INSTITUTE OF PHOTOGRAPHY, 10 WEST 53 ST. (DEPT 72), NEW YORK.

EXCEPTIONAL CHILDREN

THE WOODS SCHOOL

For Exceptional Children Three Separate Schools
GIRLS BOYS LITTLE FOLKS
Box 169, Langhorne, Pa.
MOLLIE WOODS HARR, PRINCIPAL

FINE AND APPLIED ARTS

INTERIOR DECORATION

Practical and Professional Courses

RESIDENT DAY CLASSES START FEB.
3rd. Send for Catalog 6-R. HOMESTUDY
STARTS AT ONCE. Send for Catalog 6-C.

N. Y. School of Interior Decoration

578 Madison Avenue • New York City

McDOWELL SCHOOL

COSTUME DESIGN
MILLINERY DRESSMAKING
FASHION ILLUSTRATION

Excellent Practical Courses both Elementary and Advanced with Expert Individual Instruction. Best Known School for Actual Trade Work. Regents Charter. Established 1876. Catalogue.
Day and Evening School

73 West 45th St., N. Y. C. BRyant 9-3085



FASHION ACADEMY

Recognized the world over as the finest school of its kind

COSTUME DESIGN • STYLING
FOR TRADE, SCREEN AND STAGE

Individual specialized training under

EMIL ALVIN HARTMAN

America's foremost style instructor and authority
Personal analysis of each student's requirements.
Booklet 5 on request.

30 ROCKEFELLER PLAZA

New York • Circle 7-1514 • Paris

DRAMATIC ARTS

AMERICAN ACADEMY OF
DRAMATIC ARTS

The leading Institution for Dramatic Training
Winter Term begins January 15th. For catalog
address: SECRETARY 251-L, CARNEGIE HALL, N. Y.

JANE MANNER
SPEECH AND DRAMA STUDIO

General Culture—Professional Training
Weekly Stage and Radio Productions
STEINWAY HALL, NEW YORK. CIRCLE 7-1855

On your next visit to New York, you might stop in to discuss with us your educational problems. Our information can be so much more specific . . . our advice so much better—if you can tell us in person your requirements for a school. Miss Marian Courtney, Vogue's School Bureau, 1928 Graybar Building, Lexington at 43rd, N. Y. City.

FINE AND APPLIED ARTS

ACADEMY SAPHO

FRENCH DRESS DESIGNING AND MILLINERY.
Cutting (without Patterns), draping directly on
the head and figure, French finishings. Problems of
Design. Also Summer Teacher-Training Course.
107 CLIFFORD, DETROIT, MICH.

N. Y. SCHOOL OF FINE & APPLIED ART (Parsons)
NEW YORK-PARIS
William M. Odom, President

Professional Training in Interior
Architecture & Decoration; Furni-
ture Design; Costume Design & Il-
lustration; Graphic Advertising;
Teacher Training. Send for Catalogue.
Box V, 2239 Broadway, New York
MID-YEAR CLASSES BEGIN JANUARY 20th

RAY SCHOOLS
NEW TRENDS IN ART
FOR BUSINESS USE
DRESS DESIGN • STYLING
STYLE REPORTING • PHOTOGRAPHY
FASHION ILLUSTRATION
INTERIOR DECORATION
Dept. V., 116 S. Michigan Blvd., ChicagoMID-YEAR COURSES START JAN. 6TH
DRAWING • PAINTING • DESIGN • INDUSTRIAL
AND STAGE ARTS • DRESS ARTS • INTERIOR
DECORATION • CARTOONING • SCHOOL-ART METHODS
COMMERCIAL ART • ILLUSTRATION

FOREMOST FOR TWO GENERATIONS
CHICAGO ACADEMY OF FINE ARTS
18 SOUTH MICHIGAN AVENUE

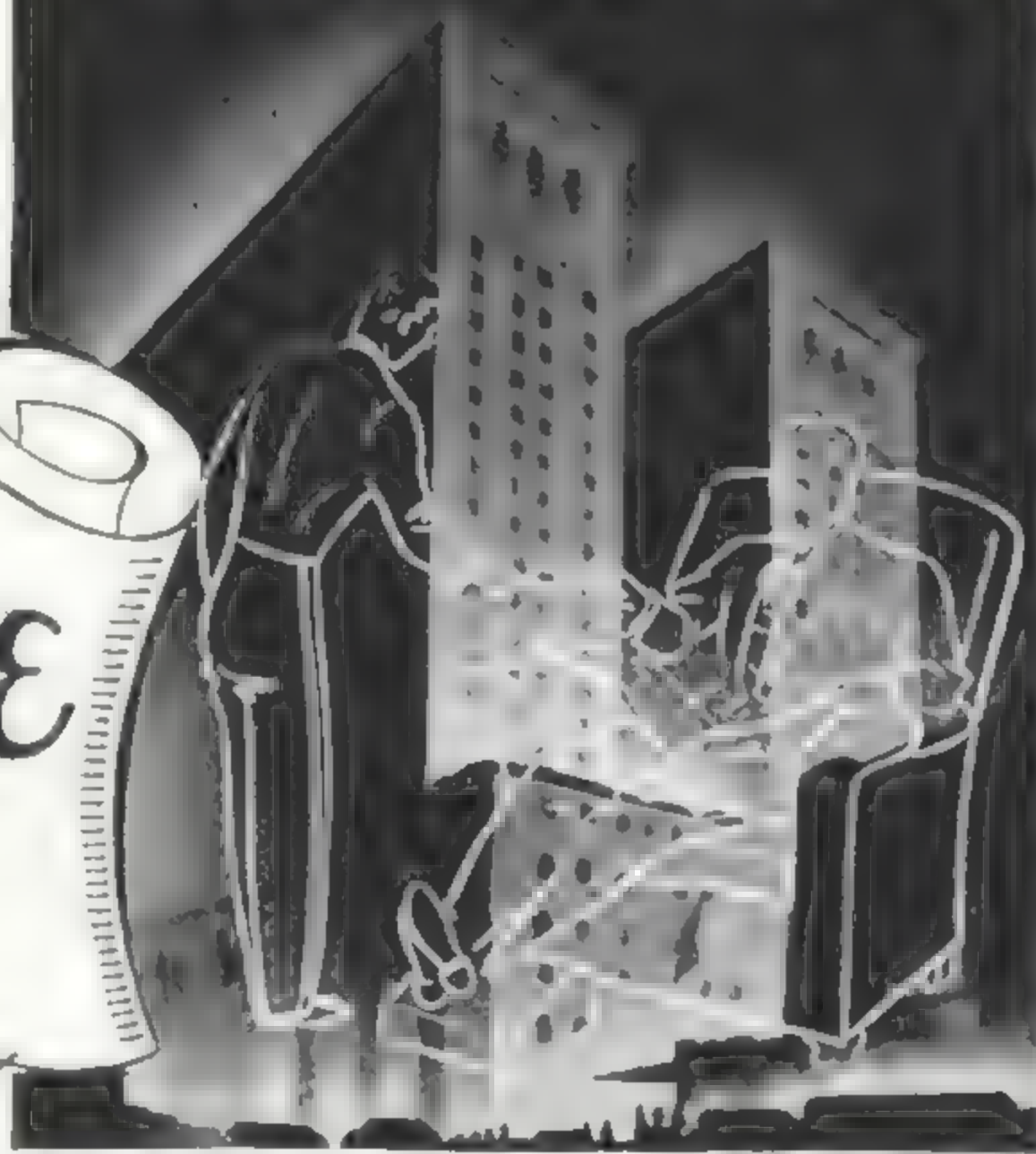
GRAND CENTRAL SCHOOL OF ART

Individual talent developed by successful modern
artists. Drawing, Painting, Sculpture, Illustration,
Advertising, General Design, Costume Design,
and Interior Decoration. Day and Evening
Classes. Catalog on Request.
7002 Grand Central Terminal, New York City

TRAPHAGENSCHOOL of FASHION
1680 BROADWAY (NEAR 52d ST.), NEW YORK
Not the Most Expensive But the Best

INTERNATIONALLY CELEBRATED GRADUATES
INTENSIVE WINTER COURSE—REGISTER NOW
Highest honors in every contest for
over ten years. Pronounced by all
those competent to judge, the leading
school of its kind. Fashion Illustration
and Design, Forecasting, Drap-
ing, Millinery, etc., Stage, Screen,
Textile Design, Interior Decoration and
Teacher Training. Free Placement Bureau.
Sales dept. for students' work. Inspection in-
vited. Write for Cir. V or Phone COL. 5-2077
INVESTIGATE BEFORE REGISTERING ELSEWHERE

DAVID B. MULLIGAN, President

BILTMORE
PRESTIGE

An atmosphere of quiet charm and rest-
ful comfort is part of the Biltmore
tradition. Yet this hotel is in the heart
of New York activity, and directly
connected with Grand Central Ter-
minal. Result—the perfect combina-
tion of convenience with distinction
of address, service and surroundings.

"THE BILTMORE HAS ATMOSPHERE"

Single rooms from \$4 • Suites from \$12



MADISON AVENUE
AT 43RD STREET

Adjacent to Grand Central



FOR WINTER REVELS

THE ANSWER
IS—

AUSTRIA

OVERNIGHT FROM CHANNEL PORTS
ONE HOUR FROM WINTER OLYMPICS

Peaks of ice, dazzling slopes, frescoed towns, castles old
in story, zither music, rakish costumes—such is Tyrol.
It is the fashion now with ski experts and novices, with
onlookers and lovers of life's niceties. Moderate expenses,
60% railway reductions. No visa fee for American Olympic
visitors. Ten fast trains daily to whirl you from the Winter
Olympics to Innsbruck, with its two cable railways; See-
feld, Zürs, Igls; St. Anton, home of the Arlberg School;
Ehrwald, Reutte, Berwang around the Zugspitze from the
games; Kitzbühel, playground of princes, with its 54 runs.
Sunny Hofgastein, Obergurgl. Vienna's winter carnival,
opera, art, merry dalliance; Semmering's bright parade.
Follow the snow trail to the land of Strauss and Mozart,
of coffee-houses, smart shops, palaces, galleries. . .

Fédération Inter-
nationale de Ski
Events in Inns-
bruck, February
21-24.

Consult your lo-
cal travel agent,
or write us.



AUSTRIAN NATIONAL TOURIST OFFICE

Dept. V, 500 Fifth Avenue, New York



The Second Annual Race

Meeting at Santa Anita

Park opens on Christmas

Day, Nineteen thirty-five



Turfdom's royalty will again re-

side at this, Southern California's

distinguished address

Early reservations advised

The Town House

M. E. Morrison, Managing Director

Cable Address: Townhouse

LOS ANGELES



MISS
CARROLL
16 EAST 52
N.Y.



Made to order
Ready to wear

FLATTERING COIFFURE

LEXINGTON AVE. & 63rd ST.
NEW YORK, N. Y.

Regent 4-8245



EMILE
OF THE BARBIZON

SCIENTIFIC FACIAL

BOOKLET ON REQUEST

hair style
hair health

MICHAEL
OF THE WALDORF
NEW YORK WASHINGTON

CLASSIC



Classic on a grand scale. But look what we've done to make it flattering to feet that are 7's or 9's or 11's. Note the squared-off toe. The squared-off russet calf tip shortens the look of your foot where it needs it most (all Shoecraft shoes do that). And, our very new square heel. White buck, ready to travel South . . . 12.50

Expert Mail Service • Charge Accounts

SHOECRAFT

714 FIFTH AVENUE, NEW YORK

AAAAA to C Narrow fitting heel
8 1/2 9 9 1/2 10 10 1/2 11 11 1/2 12 add \$1.

IDEAL FOR TRAVELERS

A new electric automatic phonograph combined with a fine superheterodyne radio, all built into a beautiful cowhide leather portable carrying case. For A. C. and D. C. current. Changes ten or twelve inch records.



Write
today for
catalogue

Price
Complete
\$139.50

The Marconiphon

Excellent tone quality. Available for European use.

We ship radios, phonographs, and records to all parts of the world. Safe delivery guaranteed.

HAYNES-GRIFFIN

373 Madison Ave.—at 46th St.

Murray Hill 2-5650 New York, N. Y.

Vogue Covers

Sunday diversion



• In perfect answer to our plaintive query of what to do on Sunday, Catharine A. Bamman has turned out a bright new edition of "Sunday Nights at 9." It takes care of the evening, at least, very satisfactorily. You go to the little theatre in the Barbi-zon-Plaza to see this intimate revue. It goes in for refreshing lines and lyrics, for gay tunes, and for amusing talent rather than for elaborate sets. The idea is to make the audience laugh—achieved with hilarious success by the irreverent mimics of Dwight Weist, the very original monologues of Helen Howe, and the satirical acts of Vandy Cape. The Yale Puppeteers do a stunt with miniature twin pianos that is a masterpiece. Shirley Booth, from the cast of "Three Men on a Horse," has excellent character material. Caperton and Columbus dance with acrobatic zest—and there are many other numbers, varied and engaging. The cast, as well as the audience, has fun.

To give and to read

• Of all Christmas presents, a good book is probably one of the easiest to give and the pleasantest to receive. Here are a few suggestions, to help you to reduce at least a part of your holiday shopping to a telephone call. Some of the most enjoyable volumes are not utterly new. So try to discover whether the friend whom you have in mind has already read the book.

A garden-lover would take real pleasure in Clare Leighton's *Four Hedges*. There are wood-cuts by this English author, to illustrate her text.

A man—or any one who is fond of sea chronicles—would like John Masefield's *Victorious Troy*. Both of these books are published by Macmillan.

Most anybody would be entertained by *European Experiences*, by the witty Mabel Dodge Luhan (Harcourt, Brace). An intriguing book of memoirs is Margaret Deland's *If This Be I: As I Suppose It Be* (D. Appleton-Century). The same publishers have given us *Strange Street*; a Fleet Street autobiography by A. Beverley Baxter. Perfect, of course, is *The Diary of Our Own Samuel Pepys*, by F. P. A.—two grand volumes (Simon and Schuster).

If you remember Amy Lowell, whose poems stirred up a tremendous ferment in her day, you will be interested in her biography, *Amy Lowell*. S. Foster Damon, associate professor of English at Brown and himself a poet, wrote it.

Two best-sellers are *North to the Orient*, by Anne Morrow Lindbergh; and *Asylum*, by William Seabrook (Harcourt, Brace).

Houghton, Mifflin have brought out a new edition of *The Tale of Genji*, by Lady Murasaki—always enchanting.

For those who like to explore as they read, there are *Cradle of the Storms*, by Bernard R. Hubbard, S. J. (Dodd, Mead); and *Through Forbidden Tibet*, by Harrison Forman (Longmans, Green). Also Rockwell Kent's *Salamina*, all about Greenland (Harcourt, Brace).

If it's a mystery novel that's wanted, two good ones are *The Garden Murder Case*, by S. S. Van Dine (Scribner's); and *The Bat Flies Low*, by Sax Rohmer (Doubleday, Doran).

Books for Children

• Your children have probably reduced the Doctor Doolittle Books to rags, the Oz Books to pulp; they're probably thoroughly familiar with the exploits of Babar, Roi des Éléphants, and Racketty-Packetty House is old stuff to them. Yet there must be some books under the tree on Christmas morning—and books are certainly the safest present to godchildren whose tastes you don't know very well. If you give a brand-new book that the recipient can't possibly have read yet, it's even safer.

Very small children—up to about seven—will love Macmillan's beautifully illustrated *Cinderella* and *Aladdin*, and *Little Ones* (Viking Press), which is full of enchanting pictures of baby animals. For children from seven to around twelve, Macmillan's *Luck of the Roll and Go* is an exciting story about a seafaring kitten; Harper's *Waggery Town* will appeal to all children who like dogs—we trust that all children do—and Harper's *Little House on the Prairie*, about a little pioneer girl, is perfectly enthralling. (We know, because we couldn't put it down.) *Nip and Tuck* is the true story of two baby bears brought back from India by the author, an explorer; it's from the Viking Press; and *Injuns Comin'* is a fast-moving yarn about a little frontier boy who is captured by the Sioux—he's rescued in the nick of time, of course. *Young Cowboy* was written by Will James especially for children, and it's as fascinating as all his books (Scribner's). All the books mentioned are priced around \$2 or less, and they are profusely and beautifully illustrated. It's safe to say that most children share the immortal Alice's opinion of books that have no pictures.

Eating down-town



• In the very midst of the Fulton Street fish-market, amid the clatter of South Street, is

Sweet's, nearly a century old. Never mind the odd-looking entrance—yes,

the town

this is right, 2 Fulton Street—nor mind the sign, "Ladies' Restaurant Upstairs." Up the steep flight of steps to the second floor, past the model of a clipper ship in a glass case, and sharp to the left. You are in a long, low room, bare and bright. Old planks of the floor are unstained and scrupulously scrubbed. The walls are hung with trophies of the restaurant in its heyday, when it was a boarding-house for the clipper ship captains. There are models of schooners; strange old firearms; whales' teeth; yellowed cuttings of newspaper stories in frames.

Sweet was the name of the first proprietor, but the term, sweet, connotes to me also the fish served there to-day. So fresh it is that it actually has a flavour all its own. The fish is brought in, as it is needed, from the market across the street, and none of it ever stays longer than an hour or two. The clam chowder is superb. The halibut steak is thick and succulent—hot from the grill with plenty of butter. The darky waiters have been here all their lives, serving the patrons deftly, cheerfully, and well. If you are fond of shell-fish and native fish dishes, you mustn't miss Sweet's. And what a relief and contrast it provides to the giddier side of Gotham!

• The exact origin of Farrish's Chop House, at 42 John Street, seems to have been lost. It is known to have been built around 1800, and later purchased, in 1856, by an Englishman named Captain James Farrish. Captain Farrish operated this restaurant simply as a chop-house, specializing in nothing but steaks, chops, and kidneys. At Captain Far-

rish's death, the chop-house was taken over by P. G. Higgy, a butcher of Washington Market. In 1910, the restaurant was bought by Morris Katz, and has remained in his hands, and in his wife's ever since. Mr. Katz widened the scope of the meals to include fish and game. Among the specialties of this place are South-down mutton-chops, game in season, and, in summer, the famous shore dinners. Farrish's is also famous for its musty ale; and the rum cocktails put those of Cuba and Jamaica to shame.

The interior is in the tradition of good old chop-houses. The same dark, rickety stalls, sawdust-covered floors, and old prints and yellowed newspaper clippings covering the walls. The oldest employee, George Smyth, has been with Farrish's ever since 1897, and will gladly oblige you with a history of the place if you ask him for it. He remembers President Arthur lunching here, and a great favourite of his was Teddy Roosevelt. Even now, according to George, the place is visited by famous Supreme Court judges and well-known lawyers. All the other employees have worked here for at least twenty years—except the chef, who has only been associated with Farrish's for eighteen years.

Chamber-music



• The Philharmonic-Symphony Chamber Orchestra, recently formed, is making a distinguished contribution to the musical life of New York this winter. It is rescuing (Continued on page 18)

TWEEDS

THAT WILL TEMPT YOU
BEYOND YOUR STRENGTH

You'll come home from Bermuda rejoicing with yards and yards of our irresistibly beautiful new Harrises and Shetlands . . . innumerable hand-woven and hand-spun designs that can't be copied . . . the unique Lintons and Munro pastels . . . and you'll be tempted especially by the low prices, due to import within the Empire.

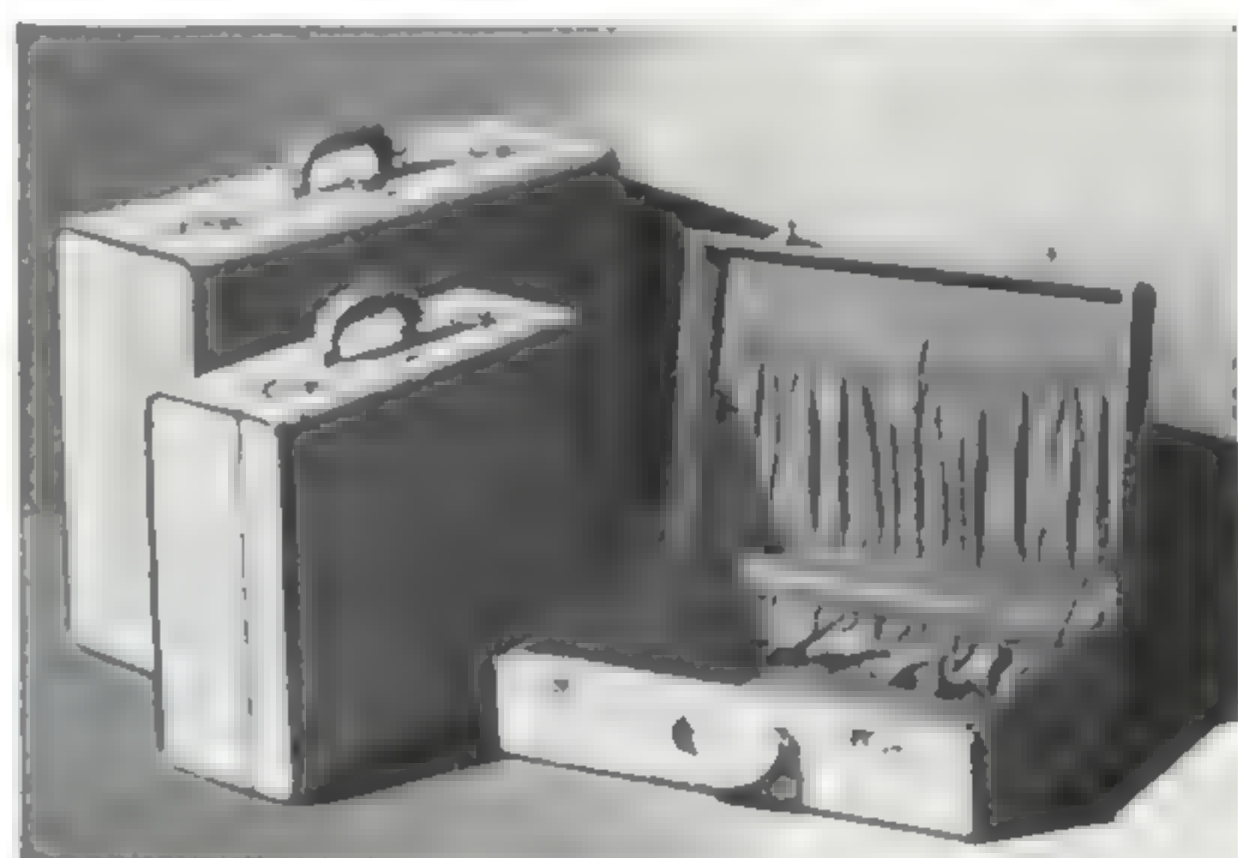
WHEN YOU COME TO BERMUDA:
TRIMINGHAMS'
FOR TWEEDS

Fairway, from England . . . gabardine, pearl-buttoned. Very casual, comfortable and shower-proof. White. \$42. Send for booklet, "What to do in Bermuda."

THE English Sports Shop
HAMILTON
BERMUDA

custom-made
TRANSFORMATIONS
Permanent Waves
Herman Bosch

BILTMORE HOTEL
Madison Ave. & 43rd St., NEW YORK
Branches:
COMMODORE HOTEL, Lexington Ave. & 42nd St.
PIERRE HOTEL, Fifth Ave. & 61st St., NEW YORK



MATCHED SET IN IMPORTED PIGSKIN

Woman's
Wardrobe Case
65.00

Overnight Case
32.50

Hat Box
37.50

ONLY the skins of aristocratic pigs were used for these Cases. That's one reason they're handsome to look at, and why they stay handsome. The other reason is . . . they're Oshkosh. All lined with cord-de-rae in flame color.

Our booklet "Luggage Prescriptions" is worth reading. Copy on request.

OSHKOSH 34th STREET SHOP

Makers of fine luggage . . . 10 East 34th Street, New York
Also sold in fine stores in the principal cities.

Smile 21 East 56 Street
Tel. Plaza 3-8090



BIMINI BOUND

a linen pump

Mark our words—this pump is destined to be the hit of the southern season. A mannish model made on a flat, thin dancing-pump last. A white bow gleams against dark linen in tropical green, red, blue or brown. Ours exclusively. \$10.50

ON THE PLAZA • NEW YORK

**BERGDORF
GOODMAN**

5TH AVENUE AT 58TH STREET

Henri Bendel, Inc.

10 WEST FIFTY-SEVENTH STREET

Hats...

for the smart shops of
America from Henri
Bendel's Wholesale
Millinery Department.



VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 17)

from unmerited obscurity some of the lovely music that has been written for a small orchestra and that has been seldom heard in these parts because there have been so few small orchestras—we've had either mammoth ones or none at all.

Under the direction of Hans Lange is presented a series of concerts called "Five Centuries of Chamber-Music," the first two of which have already taken place. These concerts offer an unusual opportunity to hear some of the most charming music that has ever been written, and, at the same time, benefit a supremely worthwhile cause—the Bennington College Scholarship Fund. The next concert, on January 6, is devoted to the classical period; the fourth, on February 3, to romanticism in music; and the last, on March 2, to modern chamber-music.

Subscriptions can be obtained at the offices of the Philharmonic-Symphony Chamber Orchestra, Room 1620, Steinway Building; or at the box-office of Town Hall, 123 West Forty-Third Street, where the series of concerts is being presented.

Points about places



- The Waldorf-Astoria simplifies the procedure of the evening by making the Empire Room informal for dinner and supper dancing and the Sert Room formal. In both, there is excellent music. The Sert Room presents entertainment both at dinner and at supper—and you can always count on seeing a program of dances that delight the eye. One evening in the week, you needn't dress for the Sert Room—for the dinner concert on Sunday, when the movie-tone and technicolour pictures are shown and there is concert music. To be remembered for Sabbath diversion.

- Monday is raffle night at John Perona's El Morocco—lucky numbers are drawn at one in the morn. The suave Spahi who hands you out of your car here is Mohammed, who speaks little of English but much of other tongues, including twenty-something African dialects.

- Not long ago, Keen's English Chop-House, at 72 West Thirty-Sixth Street, served its one-millionth mut-ton-chop, with procession and bugle-blowing and ta-ran-ta-ra in general. Keen's was originally the dining-room of the Lambs Club—in 1874. Now any one can go, and almost every one does.

- There's a rather exciting event taking place on December 26: the première of Max Reinhardt's production of "The Eternal Road." There are several reasons for being excited about it. One is the fact that the author of "The Eternal Road" is Franz Werfel, famous for his unforgettable "Goat Song" and "The Forty Days of Musa Dagh." This new play is

based on the Old Testament, with a musical score by Kurt Weill, and settings by Norman Bel Geddes—and that's pretty exciting in itself. Besides all that, this is the first Reinhardt production in New York since "The Miracle," and therefore something to whet your curiosity.

The New York Exchange for Woman's Work is sponsoring the première, with a committee which includes Mrs. Robert C. Ream, Mrs. Walter J. Salmon, Mrs. Edward M. Weld, Mrs. George F. Baker, Mrs. Henry Hollister Pease, Mrs. Loew Burrill, Mrs. Caspar C. deGersdorff, Miss Mary K. Choate, Mrs. Edward H. Wells, and many others.

Half of the proceeds will go to the Exchange, which aids needy women to earn a living, and half will go to the establishment of a permanent Reinhardt theatre in the United States.

Heavenly adventure

- Nothing that any one tells you about the Hayden Planetarium is exaggerated; it is so far above the merely informative that it approaches the uplifting. And, ironically, it is also somewhat unearthly. It makes you feel, successively, like an ancient philosopher, the weather man, and God. For all this emotion, you go to the Natural History Museum, at Seventy-Seventh Street and Central Park West, you pay a very unimportant sum at the box-office, and you go into a big circular room with a ceiling like the dome of heaven, which is what it is intended to look like. Take our advice and get seats in the back row, or you'll find yourself lying on your back in the aisle, trying to find the North Star. A very pleasant gentleman, who knows more than anybody we ever met in our lives, begins talking. The lights dim. And after that, we won't tell you a thing, because no words could do it justice. Anyway, we, who have always been a little bit frightened of Science, were in a state of hypnotic trance from the beginning until the lights slowly came up three quarters of an hour later, a hidden orchestra played the "Morgenlied," and we felt our way out, muttering promises to be a Better Girl. The lectures (what a word to call them!) are given at eleven in the morning, every day except Sunday; and at two, three, four, eight, and nine o'clock in the afternoon and evening, every day. But be sure to be there a few minutes before the hour, or they won't let you in. They're right. It would break the spell.

In Washington

- A week-end in Washington is a pleasant and easy way of transporting yourself quickly to another clime, another tempo of life. Even if it is merely a patriotic sightseeing trip, it can be quite painless. One of the newer developments in the capital is the Bureau of Crime Detection, recently opened to the public. The inner workings and complexities of this American Scotland Yard are amaz-

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 18)

ing—it's the central clearing-house for all the local Bureaus throughout the country.

If, among other things, you'd like to lunch or dine well in a restaurant frequented by diplomats, legislators, and politicians, visit Harvey's famous place at 1107 Connecticut Avenue, near the Mayflower. The original location was at Eleventh and C Streets—but that was as long ago as the administration of Franklin Pierce. George and Thomas Harvey, who owned the first restaurant, introduced the novelty of steamed oysters—oysters being in those days usually eaten raw or boiled. The White House was soon represented among the patronage. The epicures of The Canvasback Club met, too, at Harvey's. Soon, new and larger quarters were necessary. The present staff is still true to the old tradition, which was handed down by the late brothers Harvey personally to Julius Lulley, the present owner. To-day, you may order Diamondback Terrapin with sherry, in season, just as you might have at Harvey's in the year 1858. Or Jambolia of Oysters. Or Lobster à la Harvey, with its piquant sauce poured hot over the broiled live lobster at the table.

Ski stuff



• The winter sports season is very much on, and whether you are in Truckee, California, or Banff, Alberta, or in the Laurentian Mountains or the Berkshires or the Adirondacks, you can ski in any of these places and more besides.

The Canadians are, of course, great winter sports enthusiasts. Already the curling and the skiing matches have been going on up in the province of Quebec. From January through April, there are ski-running, jumping, and down-hill trekking at Banff and Skoki Valley in the Canadian Rockies. At the Seigniory Club at Lucerne-in-Quebec, and at the Château Frontenac in the city of Quebec, there are good skiing and skating from January until March.

• At Lake Placid Club here in New York State, "College Week" will last from Christmas until New Year's. It is then that the Club holds its famous tournaments with an invited list of skiing and hockey stars from the leading Eastern universities. There are ski races and ski-jumping contests for the collegiates, and Slalom and down-hill races for all the guests who feel sufficiently energetic. Gay parties take place in the main club house and in the cottages.

Although Lake Placid Club pioneered in ski instruction in this country, it was not until last season that such instruction was given the formal organization of a "Ski School," taking cognizance of the several techniques that have come to the front in teaching the sport and offering a daily schedule of lessons for beginners, intermediates (which means anywhere

from "just fair" to "pretty good!"), and advanced skiers.

This season, the staff of available skiing instructors is being increased, and, for the first time, it is expected that group ski lessons will be offered free to all guests, with a nominal cost only to those who wish specialized instruction.

The Ski School of Lake Placid Club will again be under the direction of Erling Strom, one of the best-known skiers in America and admittedly one of the most attractive personalities in the sport. Strom, a former officer of the Norwegian Royal Guards, won world fame in mountaineering circles in 1931, when, with a party of three, he succeeded in scaling the hitherto impregnable north peak of Mt. McKinley, in Alaska.

Scouts report that the Mt. Whitney down-hill ski-run, christened last New Year's by a group of Lake Placid Club and star college skiers, will be in condition to offer an even greater assortment of thrills this season to those skiers with enough self-confidence to try its mile of hair-raising descent. With the increase in the number of skiers concentrating on fast down-hill stuff, and the limited number of such runs available in the East, Mt. Whitney is bound to grow in repute among ski circles. It will be something to try if you're looking for a thrill.

At Lake Placid, if and when you get just a little bored with skiing, you can call a Club car (or if you prefer, a sleigh complete with jingle bells and all) and get yourself whisked the half a dozen miles to the Mt. Van Hoevenberg bob-run, only thing of its kind in this country. Built for the third Olympic Winter Games in 1932, the bob-run twists and curves and zigzags in alarming fashion for a mile and a half down the wooded and rocky mountainside.

The long, sleek bobs are equipped with a steering-wheel like an automobile, weighing as much as five hundred pounds, and, for sheer excitement, there's nothing to surpass it in the whole winter-sports picture. Of course, you wouldn't be allowed to pilot yourself even if you were foolhardy enough to try it. Only expert bob-sled drivers licensed by the State are permitted to bring a sled down that long, terrifying, snow-and-ice-paved slide. However, you can and will ride as a passenger. You and your escort will be jolted ingloriously to the top of the run in a tractor truck. Then, after duly signing a paper that releases the State of New York from any responsibility for your life or limbs, you will be handed a pair of airman's goggles and a heavy leather helmet just like your favourite half-back hero wears on the gridiron. Thus accoutred, you will be tenderly seated on the sled between the driver and his professional fourth man, or "brake." Practised hands and legs will give the sled its initial impetus—there will be a flurry of ice particles in your face—a swift rush of wintry air—and down you go!

"FLANEUSE"

PECK & PECK

Gifts

Watch in leather medallion \$8.75

Scotty pin \$1.95

Scotty bracelet \$2.95

Peck & Peck gifts come in smart Scotty boxes. These canine containers are the doggiest gift packages in town.

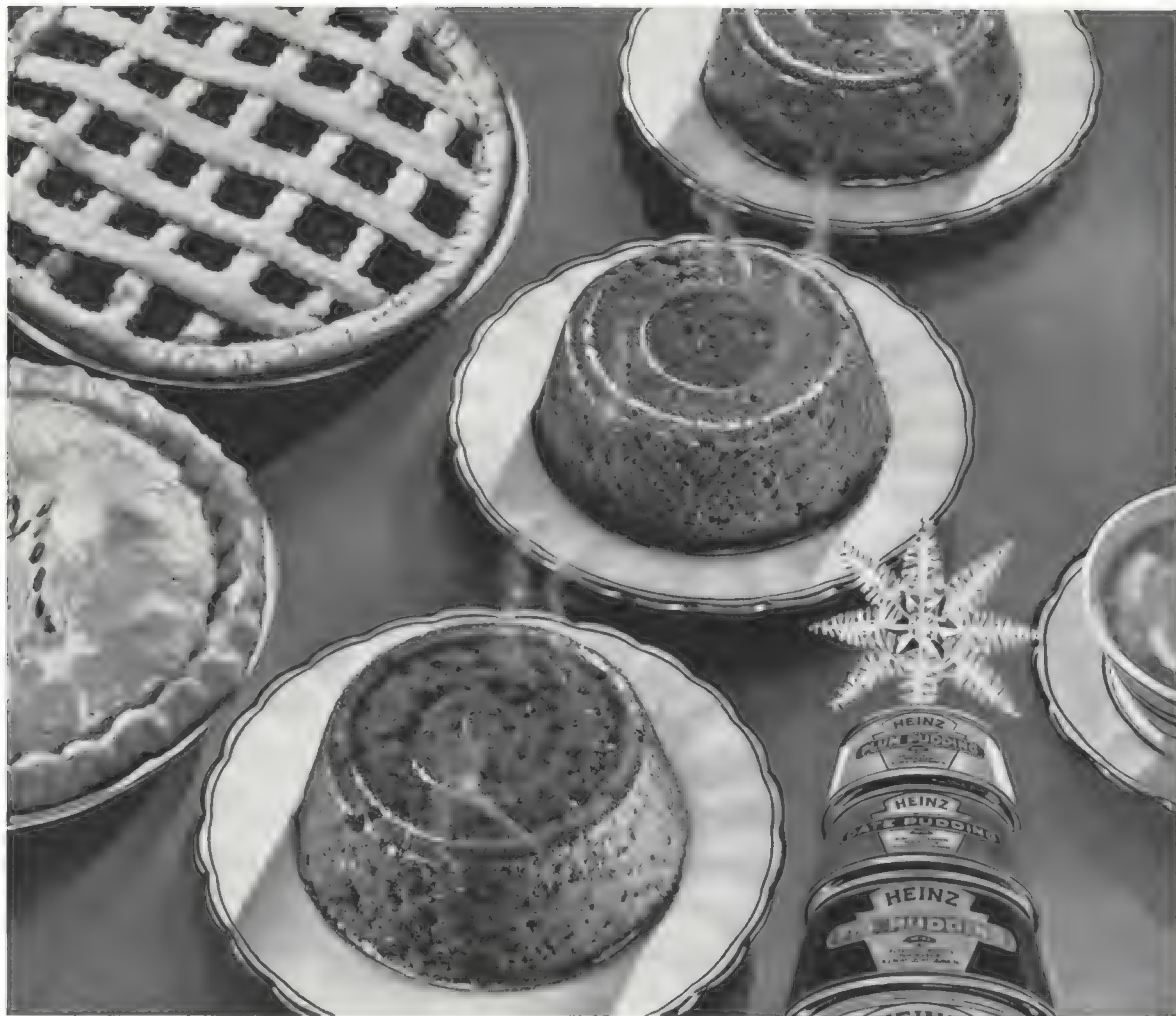
PECK & PECK
Fifth Avenue - New York
BOSTON • DETROIT • CHICAGO • PHILADELPHIA
MINNEAPOLIS • CLEVELAND • WHITE PLAINS

Martha West

recommends a diagonal route to Southern distinction . . . \$29.75

Martha West
SPORTSWEAR ORIGINATOR
444 MADISON AVE., N. Y.
838 MADISON AVE., N. Y.
PALM BEACH, FLORIDA

Martha West in California at Roos Bros., in St. Louis at Famous Barr Co.



It's an Old ENGLISH CUSTOM

● Modernism should play but a minor role on Christmas day. It's a day for sentimental reflection and Dickensian customs and turkey and plum pudding and mince pie.

Mince pie? Fill it deep with rare good mincemeat; old-fashioned mincemeat—Heinz mincemeat. Mincemeat unexpurgated, true in all ways to old English Custom. See what Heinz chefs put into it. Tender lean prime beef. Rich suet. Valencia seeded raisins. Grecian case currants. Firm juicy apples. Lemon peel and aromatic candied citron. A combustion of rare good spices. This mincemeat is seasoned just as Grandmother did in the big crock in her spacious pantry!

Plum pudding? Heinz mixes it, steams it, puts it up in stout tins—merely to be heated and served with sauce. Not an imitation of the olden time Christmas pudding. Heinz plum pudding is the *real thing!* Traditional in form, but lighter in texture are Heinz fig pudding, filled with tender Smyrna figs—and Heinz date pudding—others of the 57 Varieties.

And so I say—let's climax our Christmas feast this year with a real Christmas dessert—and let Heinz chefs do all the work for you.

By
**Josephine
Gibson**



VOGUE

COPYRIGHT 1935 THE CONDÉ NAST PUBLICATIONS, INC.

IS PUBLISHED TWICE A MONTH

DECEMBER 15, 1935

VOGUE COVERS THE TOWN	16-19
NEW FASHION HEART OF PARIS	23
THE COLLEGE MAN'S VOTE	24-27
FOR SOUTHERN NIGHTS	28-29
CALIFORNIA	30-31
MISTS OF TULLE OVER THE MID-SEASONS	32-33
VARIATIONS ON THE STRAIGHT AND NARROW	34-35
CLIPPER TO CHINA	36-37
PLACES	38-39
HOLIDAY TREATS	40-41
SHIPPING NEWS	42
CRUISE CARNIVAL	43
HEADED SOUTH	44-45
PRIMARY COLOURS	46-47
SHADES OF JOSEPHINE	48-49
YOUNG SALTS	50-51
WOMAN TO WOMAN	52-53
FROM TRINKETS TO TREASURES	54-55
ART FOR HOME'S SAKE	56-57
JOSEPHINE BAKER	58
VOGUE'S SPOT-LIGHT	59
COLOUR ON YOUR HANDS	60
LONG LIVE SAINT NICHOLAS!	61
DESIGNS FOR DRESSMAKING	62-63
MADAME RENZO SAWADA	64
JAPANESE BEAUTY	65
VOGUE'S FINDS OF THE FORTNIGHT	66-67
SHOP-HOUND'S GIFTED IDEAS	68
DISCOVERIES IN BEAUTY	70
CHEER AND VICTUALS	80-81
MORE CRUISE NEWS	82
VOGUE'S ADDRESS BOOK	8d-8e
GOURMET'S GUIDE	8f
VOGUE'S TRAVELOG	9-13
SCHOOL DIRECTORY	14-15
THE SHOPS OF VOGUE	16-19



ERIC—NEED WE TELL YOU?—DREW THE KERCHIEFED NEREID ON THE COVER OF THIS ISSUE. HER IRISH-GREEN AND PINK SUIT IS OF WOVEN CHALLIS; STRING-LIKE STRAPS HOLD UP THE BRASSIÈRE TOP, AND PLEATS MAKE THE SEPARATE SHORTS JAUNTY. FROM BEST; MARSHALL FIELD; AND NEIMAN-MARCUS

THE CONDÉ NAST PUBLICATIONS, INC., Condé Nast, President/Francis L. Wurzburg, Vice-President/W. E. Beckerle, Treasurer/M. E. Moore, Secretary/Frank F. Soule, Business Manager/Printed in the U. S. A. by The Condé Nast Press/Title Vogue Registered in the U. S. Patent Office, Executive and Publishing Offices: Greenwich, Conn./Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonork, New York. Vogue foreign addresses: London, 1 New Bond Street, London W. 1.—Cable Address, Volon; Paris, 65-67 Avenue des Champs-Élysées —Cable Address, Vopar. Subscriptions for the United States, Colonies, and Mexico, \$5 a year in advance. Single copies, 35 cents. In Canada, \$1.50 a year extra for postage. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn. Change of address —Four weeks' notice is required for a change of address or for a new subscription. In ordering a change, please give both the new address and the old address exactly as it appeared on the wrapper of the last copy received. Copyright—the entire contents of Vogue—text and illustrations—are protected by copyright in the United States and all countries signatory to the Berne Convention and must not be reproduced in any manner without written permission.

THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH
ELIZABETH W. PENROSE-EDITOR OF BRITISH VOGUE-MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE
EDNA WOOLMAN CHASE-EDITOR-IN-CHIEF OF THE THREE VOGUES

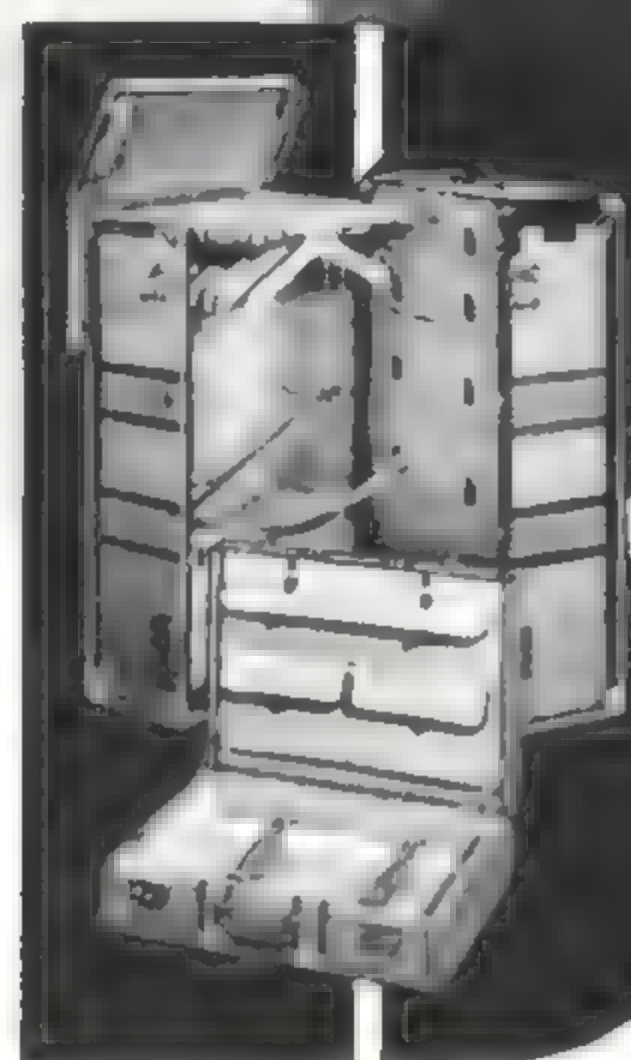
SUNSHINE FASHIONS*



INCOMPLETE.... the resortwear picture for 1936. Not even Burdines can tell you now what new modes will develop during the season. It's traditional for Sunshine Fashions*, however, to be the last word FIRST.... to influence all styles for winter in the South and summer everywhere. Pre-season guesses are often extravagant and disappointing. That's why it is wisest to choose the season's successes as you need them.... at Burdines-Miami, and this year, at Burdines-Lincoln Road, America's new sensation in resort shops

bring them empty

BURDINE'S MIAMI
 & BURDINE'S-LINCOLN ROAD
 MIAMI BEACH



*©BURDINE'S, INC.



BERGDORF GOODMAN

STEICHEN

COLLEGE MAN'S VOTE

SLINKY fluffy

To the college men of America: "Can you describe the type of dress you like best to see on a girl at a prom?" "Black, low-cut back, tight at the hips, low-cut neck." (Yale '36.) "White, pink, or blue, with fluffy collar." (U. of Virginia '37.)

That's not just a good geographic guess—that's the low-down. It's a sample from a couple of contradictory college gents who filled out the questionnaires with which we recently papered the undergraduate world from Princeton, New Jersey, to Leland Stanford, California.

Vogue wanted the dope, the direct answer on young women's fashions from the college man. His opinion makes about six years of a girl's life into success or failure. In spite of the prevailing belief that women dress for women, a girl's day can be blasted by masculine comment on her clothes. Does the college man really notice what she wears, cheering at his side at the Game, or on his arm at the Prom? Does he have any definite ideas on fashion which every prom-trotting reader should know?

He does. And what's more, we found him frantically, nay, touchingly eager to express his opinions. Our questionnaires came whipping back to us with an all-time high in percentage-of-returns. No bare "yesses" and "noes," but hundreds of gratuitous comments. "At last comes a fashion magazine far-sighted enough to ask the masculine element for criticisms . . . etc." (Williams.)

"We are desirous of going on record as considering the turn to masculine minds for advice on feminine fashions as an indication of a healthy condition." (Harvard Crimson.)

Hundreds flattered us with specific pleas, believing us Omnipotent: "Dear Vogue: Please do something about evening dresses which gals hold the skirt of up." (Columbia.) "Cut out trains." (Yale.) "How's about Vogue putting pockets in women's clothes so we

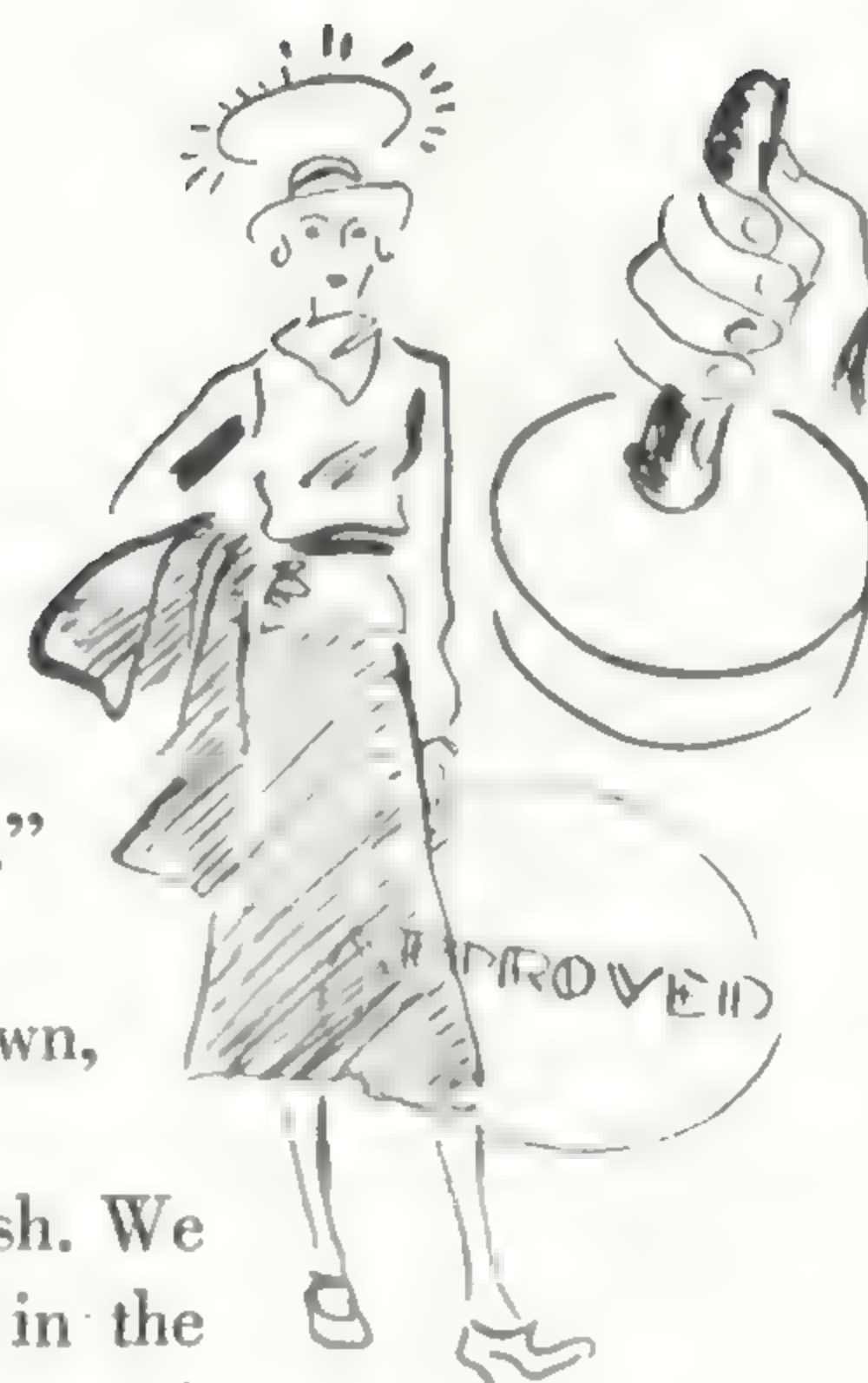
Wonders of sciencel These visions opposite are the same girl. Slick—black—sinuous in satin, as the ideal of Eastern college men. Then coy, fluffy, smothered in tulle, as the dream of all universities south of the Mason-Dixon line. Thus does she aim to please. Olga Tritt bracelets. Técla pearls

don't have to carry things for them?" (West Point.)
 "For the Lord's sake initiate a hat for women that looks like something. Most of these odd futuristic head-pieces look more like ice-bags to us than anything else." (Georgia Tech.)

"Please, Vogue, keep women's skirts long." (Georgetown, U. of Pennsylvania, Purdue, etc.)

"For God's sake do something about bright red nail-polish. We wish to high heaven you would throw the damn stuff in the ocean." (Hobart—and twenty other colleges in different words.)

Others had a sweetly hopeless attitude that we found rather pathetic. From Cornell, for instance: "... Little use in asking a man's reactions ... Skirts move up and down, flounces come and go ...



The waist-line goes higher and lower, the hips are curved and straightened, and all a poor guy can do is to say: 'Yes, you look lovely.' "

Or the fear reaction, as from a Harvard senior: "I am in uneasy receipt of your terrifying questionnaire. Possibly you are unaware that I have a devoted mother and two sisters who spend most of their spare time perusing the pages of Vogue. If they were even to suspect that I was moulding the trend of feminine fashions, they would revert to sackcloth without an instant's hesitation."

Some struck a bitter note: "Most women's fashions give men a big pain in the neck." (Colgate.)

But to go back to their more constructive criticism, our fashion-obsessed hearts were delighted by the count on our first question: "Do you like girls who are pretty rather than smart, or smart rather than pretty?" The majority for the girl who is smart rather than pretty was overwhelming! "Lots of pretty girls can look awfully sloppy," they added, and: "If she looks smart we think she's pretty." We were so pleased that we forgave the twelve Dartmouth seniors who hedged with: "Nothing but both for us." (Cheering from the Dartmouth stands.)

Our second question was another national landslide: Which do you prefer, slinky or fluffy evening dresses? Slinky, slinky, slinky. But, pause prom girl, before you rush out to buy a halter-neck satin dress! There's a catch. Further analysis shows that if you live south of the Mason-Dixon line, ninety per cent. of the stag-line will prefer you in something "soft" and "feminine" with "not too much neck showing"—say white tulle. In any other part of the country, you're safest in "plain dark fabric," often "high in front, but very low in back," and "showing the figure or even "form-fitting." (Continued on page 79)





NELSON

JAY-THORPE



The college man of America asks for vitality first. He wants his women supercharged. He has a profound horror of what he terms "overdressing," and goes for sports clothes any day, all daylight hours. He has a passion for neatness and is easily embarrassed by sensational hats and twisted stocking seams. This girl just about fills the bill—in a rugged English herring-bone tweed suit buttoned with wood and a casual tricorne of rust felt



Grayson



A dress like a night-breeze: black organza, above, for Southern evenings. Two great angular loops of organza billow at the sides, and tiny red beads gleam on the shoulder-straps; Bonwit Teller and I. Magnin. Opposite, two paradoxes: innocent pale pink marganza, with a triangle of worldly wine colour in cape and skirt. Naïve white chiffon with sudden sophistication in its orange ruffles. Both dresses are from Bergdorf Goodman

HOT IN THE DESERT: The California desert is only a three-hours' drive from Los Angeles—but it's another world, designed by a modern decorator, all in beiges and browns and cream and gold and white. Sand, mountains, rocks, and even the cactus and sage and mesquite are part of the modern colour scheme. The long valley of sand, stretching for mile after mile between dunes and mountains, has grandeur and simplicity and mystery and variety and fascination. But the scenery is only a setting for the enchanting life of the desert. You're lazy and energetic, one after the other. Early in the day, you toast in the sun, or swim in one of the pools, or—if you're in Palm Springs—shop in the gay little main street. When it's cooler, you ride over (Continued on page 84)

ARTHUR V. B. MENKEN



KERLEE

CALIF



ORNIA

COLD IN THE MOUNTAINS: You learned all about Yosemite, of course, when you went to school. About the great National Park in California, with its mountains and towering granite cliffs and its big trees (through one of which, as every geography pictured, you could drive a horse and carriage). You probably went there later, on some summer vacation, and were surprised to find that it was even more impressive than you'd been told. But did you learn that some of the finest skiing in the world is in Yosemite and that nowhere can you take in more winter sports, in greater comfort and in more magnificent scenery? You probably didn't, because it is only recently that Yosemite National Park has made so much of its snow. White and glistening, still and cold, the Valley is even more spectacular than when it's green. (Continued on page 84)





CECIL BEATON, PARIS

- Tulle. Mists of it drifting in the Paris collections. Above, Louiseboulanger's festoons of black tulle on a silk skirt, with pink and grey tulle frothing on the corsage (Milgrim)
- Opposite page, Chanel's pink tulle, sequin scattered, and an ethereal scarf (Salon Moderne, Saks-Fifth Avenue)



- Lights! Camera! Focus on Mainbocher's straight and narrow shaft of white crêpe (above), with gold-beaded leaves—a dress of interminable beauty (Saks-Fifth Avenue)
- Piguet (opposite page) breaks the straight line of the figure with drapery at the hips. His mauve-tinted grey satin dress, bound to the thighs with a scarf. And his peach-beige crêpe sheath with a scarf looped into panniers. Both dresses from Jay-Thorpe



CECIL BERTON



MRS. BENJAMIN H. BREWSTER, THIRD, MRS. J. CORNELIUS RATHBORNE



MRS. JOHN O. NEEDLES—IN THE CLIPPER ENTRANCE HATCH, AND IN ONE OF ITS DRESSING-ROOMS

MELSON

CLIPPER TO CHINA



MR. AND MRS. BREWSTER, MRS. RATHBORNE

EIGHT thousand miles across the watery world, from San Francisco to Canton. And a flying giant to take you in six days. This is the miracle of hopping to China on a mammoth Pan-American Clipper. Its lounges and compartments were designed by Norman Bel Geddes and change into berths and dressing-rooms at night. Your first night is on water; your second in Hawaii; next three at Midway, Wake, Guam; your sixth in Manila. Then to Canton. Through it all you can smoke, eat, sleep, and walk in perfect comfort. A fantastic de luxe dream.

Opposite, Mrs. Brewster's tweed suit and Mrs. Rathborne's tweed coat are from Fortnum and Mason. So is Mrs. Needles' plaid suit. Her foulard dressing-gown is from Bergdorf Goodman. Above, Mrs. Rathborne wears a checked suit from MacDougall's of Inverness



PLACES

You may go to "Jumbo," but don't expect to see Jimmy Durante snarling at you from behind bars! He did that for our edification and Mrs. James Thornton's (opposite), whose blue crêpe dress and long swinging cape seem to stun him (Best; Marshall Field). Or is it her escort's cashmere opera-hat and black vicuña evening cape? (Brooks). At a more familiar moment, below, left, is Miss Pamela Prime in a full white ermine cape (Revillon) and shining black feathers in her hair. Her escort's raglan-sleeved top-coat is quite worthy (Tripler). Swinging down Tony's metal steps with her husband: Mrs. Crawford Blagden in a black wool dress, broadtail jacket, and muff (Jay-Thorpe). At the Belle Meunière's new glass brick bar, below right: Miss Prime in a white Crêpe Angelo dress, pleated and winged (Lord and Taylor).



ANTON BRUEHL

HOLIDAY TREATS





REMIE LOHSE



Ecstatic treat—a drive in a story-book Victoria. The enraptured girl in a blue Kenwood plaid coat (Best); the boy in brown tweed and a real English felt (De Pinna); the mother in Persian lamb (B. Weinstein coat; John-Frederics hat). Alice in Wonderland, left, is in peach taffeta, velvet girdled (Saks-Fifth Avenue). Hilarious in the Plaza box opposite: one girl in a Princess Elizabeth cherry velvet dress (Best) and thrilling Irish lace gloves; second in blue satin (Bonwit Teller); third in black velvet—this and the boys' blue suits (Saks-Fifth Avenue).

SHIPPING NEWS

GOING—going—gone! bellows the ship's whistle triumphantly. You stumble up the gang-plank, that rubber-carpeted road to romance. Your arm is weighed down with a heavy top-coat (if it isn't, it ought to be, because you NEVER can tell). But your heart is as light as the fizzing foam on a breaker, your luggage is bulging with exciting new clothes; on your back is your pet suit—gigantic black-and-red plaid—, and on your head is a black pill-box, red-crowned, with a black snood.

ON board—tweeds, New York, and biting cold all forgotten. You're getting so tanned that you've already discarded your blue or green eye shadow, in favour of a russet or even a nasturtium shade; your nails, all twenty of them, are also several degrees warmer in colour. (The reason you're tan, instead of a fervid red, is because you've used one of the new sunburn preventives that are just like powder foundations—not a whit smeary or greasy.) You lunch in linen or cotton frocks that may be washed-out lavender—almost orchid; or cool, greenish ice-white; or coral; or mulatto-brown, almost plum.

DECK sports are raging, and you've broken out in your new shorts made of sheeting—exactly like the sheeting on your little white bed. Over your long slacks you wear a bolero jacket trimmed with thick cotton rope; the slacks themselves are high-waisted, close-fitting and slightly wrinkled like Haile Selassie's or ballooning like an aviator's. To keep your hair out of your eyes you have a fish-net scarf or a coarse mesh snood, in the brightest possible colour. On your feet are low-heeled suede beach sandals—snug, high-cut, and bright coloured, like bedroom slippers; or that rich sunburn-coloured kind, with straps.

SHORE leave—out come the comfortable walking shoes, the print dress with the jacket, the sunshade hat. Or, if you're planning to climb around picturesque ruins, you might wear a divided skirt; the pleated kind that doesn't look divided, or the frankly divided variety—perhaps attached to a top, like a romper suit. Then you can enrapture the natives (and every one else) by wearing spotted or plaid calico gloves, and a linen or cotton hat—ventilated. (This may mean a couple of straps in lieu of a crown, or a slide-fastened crown, or none at all.)

LANGUOROUS tropic nights—what evening dresses? Born for cruises are the new dinner-suits. A white or coloured linen or alpaca suit, man-tailored, with a giddy blouse or a gay dotted cummerbund sash. And you must have a few heavenly chiffons, long and romantic, pure white or dreamy pale colours. And one night, make a coup by appearing in a bright purple washable piqué, with violets. Don't fail to have a cape, or several, of dead-white or striped cotton. (You'll find where these clothes can be bought, and more cruise news, on page 82.)





STUN them with ingenuity, when you dress up for masquerades. It's old-hat to spend a fortune on perfect Marie-Antoinette get-ups. Herewith, Vertès provides you with ideas for trick costumes that you can run up out of nothing in your stateroom. The basis of the first one above is wrapping-paper, labels, safety-pins. Red tissue-paper, knotted and sewn, makes the admiral. Pyjamas, black gloves, and father's cigars make the pirate. Swipe bath-mats, cut a sheet up and a hat brim off—be a rug vendor. Opposite page: steal your admirers' ties to sensationalize a white dress. Beg green paper from the florist, twist it, tack it, use green make-up—go as seaweed!

CRUISE CARNIVAL

HEADED SOUTH



HAT AND DRESS DESIGNED BY BENDEL

HORST



HAT AND DRESS FROM BERGDORF GOODMAN

- Hats that wing South—ingenuous, spirited, fresh as paint
- Above: Mrs. Julien Chaqueneau ties on a disarming moppet's bonnet of white straw with a navy-blue cord, shading a blue, red, and white cotton Sumatra print scarfed with fish-net
- Left: Against a pale yellow crêpe dress, Mrs. James Thornton plays a lemon-yellow felt hat that flares and plunges



- Lanvin's red lace dress, reed-slim, to balance the magnificent wingspread and shirred panels that jet from the skirt (Bonwit Teller)

- On the opposite page, two Molyneux dresses—the blue silk velvet twined with a scarf that tucks under the arms in front (Bendel). The sheer yellow crêpe has a draped skirt that separates a little when you walk (Bendel and I. Magnin)



Réland



SHADES OF JOSEPHINE

BY THOMAS KERNAN

Life in Martinique is a delicate *pousse-café*. At the top of the glass is a thin *crème de la crème* . . . French officials, French Line officers, a few plantation families that have rigorously preserved their race. Next is the *café au lait* society of rich and cultured Creoles. Here are the most beautiful women, educated in French convents, sharing the pride of another *mademoiselle* from Martinique who also went to France and into history . . . the Empress Josephine. The business of the port is in the hands of the Creole men, who meet the men of the white world on equal terms; they do not meet the women.

Below the *café au lait* is the *café noir*—the world of little shopkeepers, housekeepers, down to the most delightful of all castes in Martinique—the *dou-dou* girls. These are the waitresses, the barmaids, the market-women, the portresses, who wear the native costume of bright calico dress and the brilliant bandanna tied into an elaborate head-dress, according to each one's fantasy. Gold hoops pierce their ears, and white teeth are always flashing into a smile. They are impudent, friendly, humorous, and you will love them always if you see them first as I did, at carnival time, at the *dou-dou* Ball. What does *dou-dou* mean? It is the patois for *douce-douce*—sweetheart, sweetheart. All the friendliness of Martinique is implicit in this symbol, that a gentleman will refer to the barmaid as sweetheart, or a woman scolding her servant will still call her *dou-dou*.

For five nights in February, the city of Fort-de-France is given over to carnival (this year, being the Tercentenary, it will probably be gayer than ever). And although the Martiniquan is apt to move in his own stratum of the *pousse-café*, the stranger may always claim wider privileges.

Let us start, one night, at the dance at the Lido Club. Here is a transplantation from the Riviera. Broad roofs, open balconies for dancing, the gardened terraces down to the beach; it is hard to realize at first that this

is Anse Colas, and not Antibes. Cyril is behind the bar, making frosty miracles with rum Buccanier and a twist of lime-peel. White, too-pale women drift in wearing Lanvin's or Schiaparelli's latest model, of net, or organdie, or organza, for in this country silks and brocades do not wear well. It is cool, for the trade-winds always blow in the evening. The men wear white dinner-jackets; the naval officers from the French cruisers are in white uniform. You might well be at a most correct party on Long Island, except that unfamiliar stars overhang the black bay, and strange perfumes drift up from the garden. And then the music of the Negro musicians begins; and although they start by playing a conscientious tango or fox-trot, they soon desert whatever white influences lurk in their tawny skins, and enlist under the rhythms of their black ancestors. A tango with a Negro accent, a carioca, a rumba, consume the night, and one could well dance through until the moon of quite impossible size has foundered in the Caribbean.

But in Fort-de-France, five miles away by car, a huge ball is taking place at the "Sporting Club." Here the Creole world forgathers. Here the gowns are equally smart, but run to more colour. The dancing is a little less correct, the musicians make little pretence of playing American jazz and make direct for their own heritage. Many of the dancers seem as white as any American; their presence here alone betrays them. But in Martinique to be coloured is no crime; the white man is the relic or the parvenu. The Creole women wear their emeralds with an air in this country that their race has made.

But toward three o'clock in the morning, many of the dutiful wives and fiancées have been taken home in that uncomplaining way that French wives have the world over, and the bachelors and many young husbands of the town drift toward the river. Here are the *dou-dou* balls.

The girls are all in island costume, and, looking down from (Continued on page 79)



MARTINIQUE: HOT SLEEPY QUAI, DOU-DOU GIRL WITH BANDANNA, SWIMMING BOYS, QUEENLY WALK



YOUNG SALTS

There's no limit to the rapture of the new clothes for Southern beaches. Opposite, shells sprawl on a Gantner and Mattern Lastex suit, and the pink linen dress has a divided skirt (both—Peck and Peck). The swain, right, ties under the chin of his goddess a U. S. rubber cape, wind-swept and white, like the two-piece suit beneath it (Wanamaker). A fish-net skirt—net is news on beaches—swirls sinfully around the nymph's legs, below. It's tied over a sage-green silk suit (Lord and Taylor). The leaping lady, below, right, is winged with a black-and-white circular silk cape (Jay-Thorpe)



REMIE LOHSE





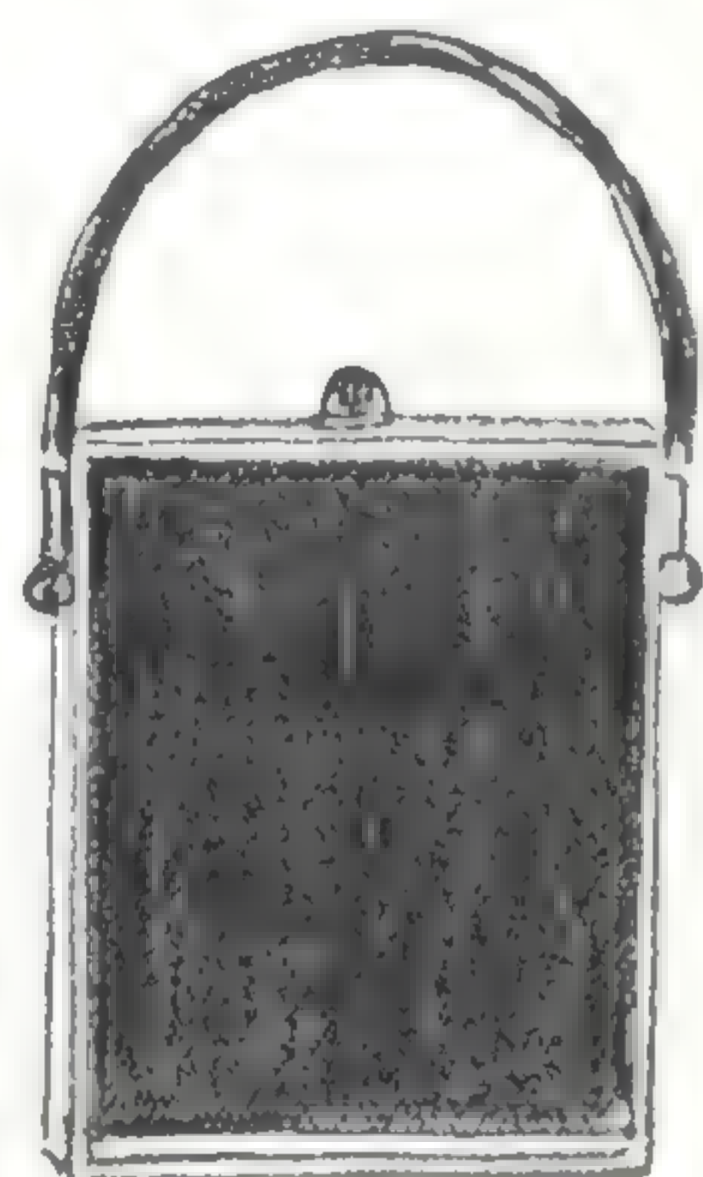
WOMAN TO WOMAN

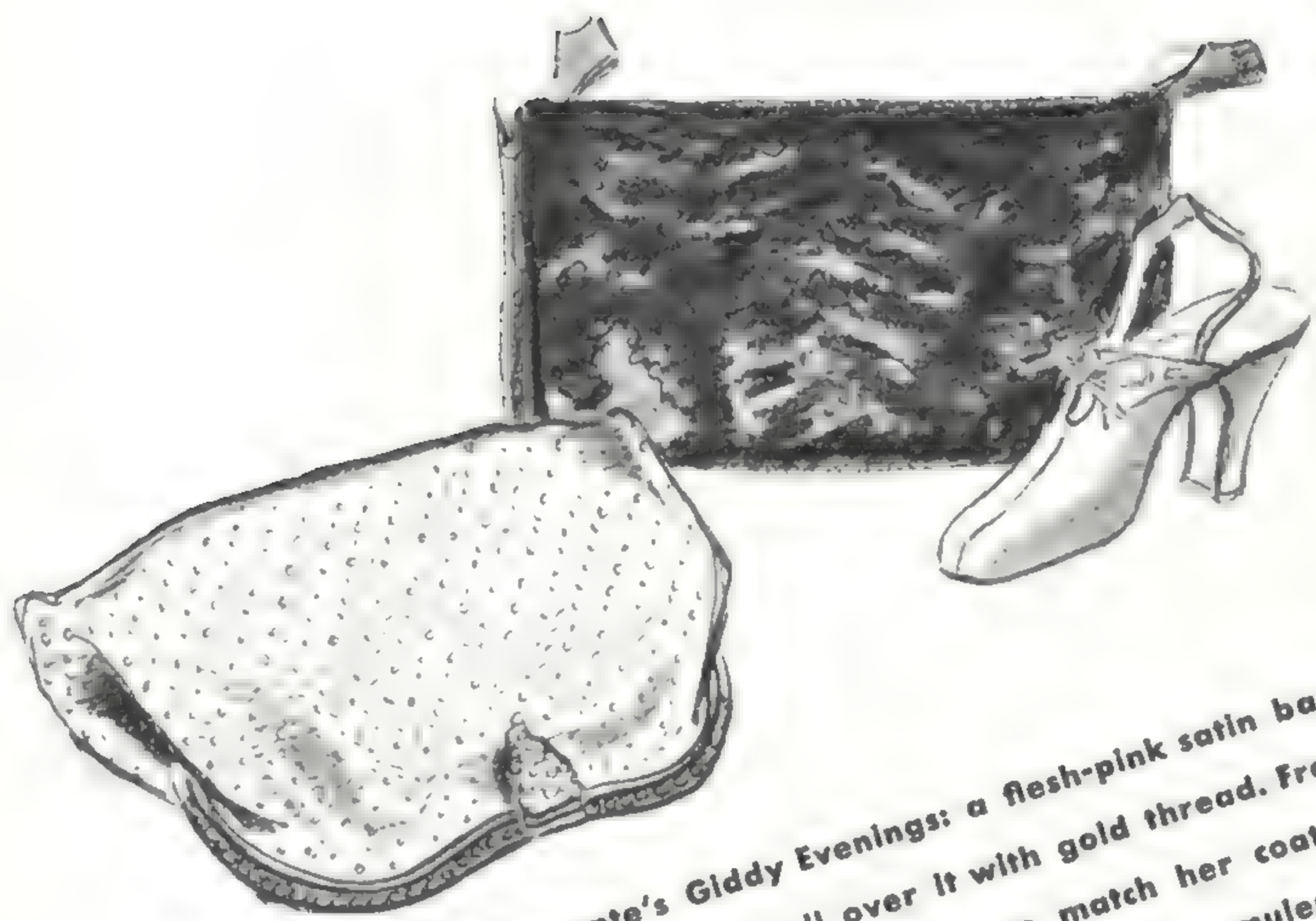
For a Campus Intellectual: a knitted pull-on and grosgrain-bound cardigan to match (left), classic as Latin and priceless in a college wardrobe. And a cross-barred wool scarf. All from Best. To a Career Woman: the masterly blouse (below) of piqué-like fabric that might have made a waistcoat; Abercrombie and Fitch



For a Lady of Leisure: the pink crêpe nightgown (left), flounced with a wealth of pleats, topped by a breakfast coat to match. Practically incomplete without the silver kid mules. All from Jay-Thorpe. For an Inveterate First-Nighter: five skins of blended sable opulence (right), to swirl round her in the lobby; from Stein and Blaine

To a Gadabout: a leather bag (below, left) with the works for holding all her make-up from start to finish; from Bergdorf Goodman. Or the box-shaped bag, right, of black antelope: formal enough for afternoon fiestas, simple enough to carry all day; Jay-Thorpe

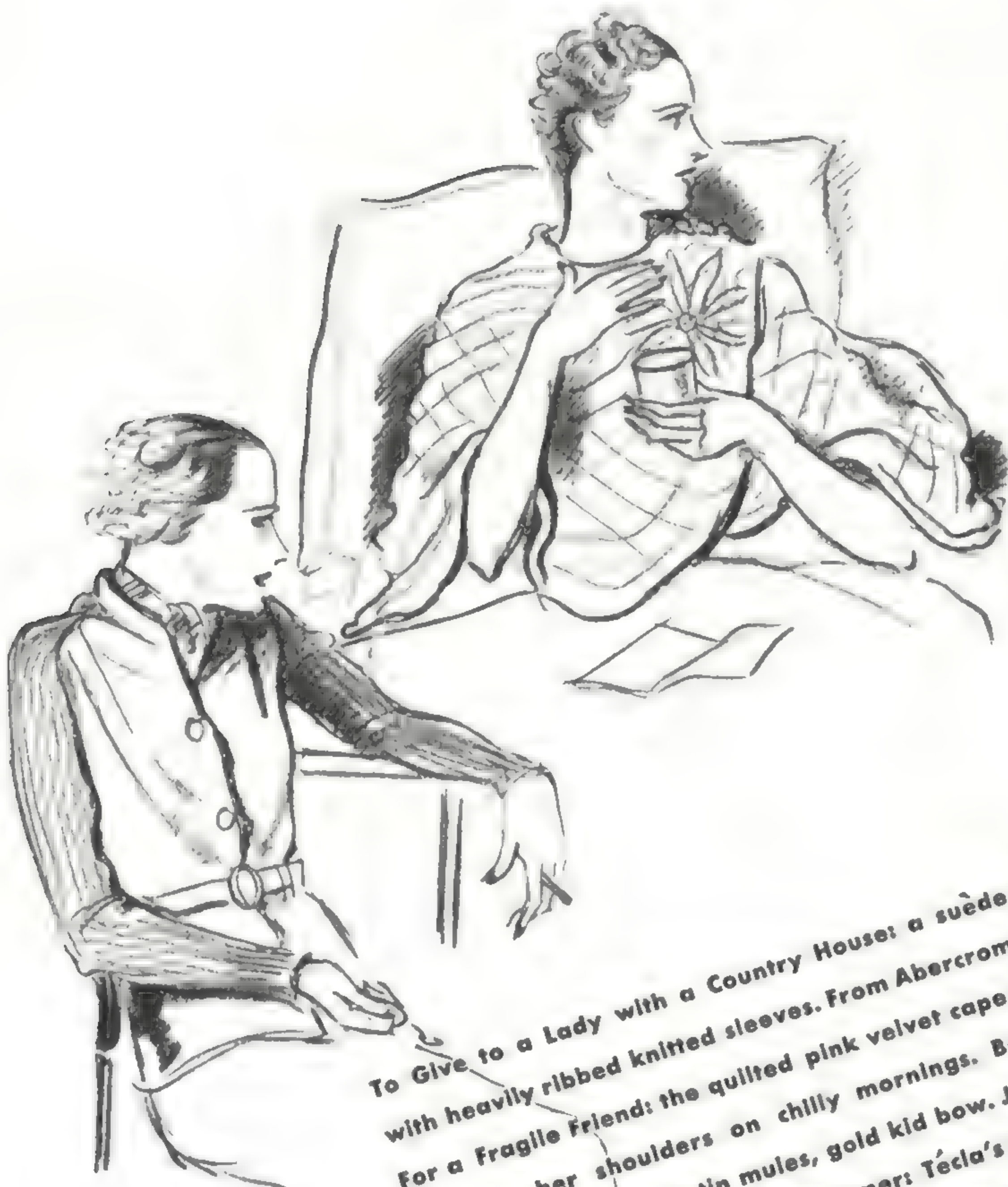




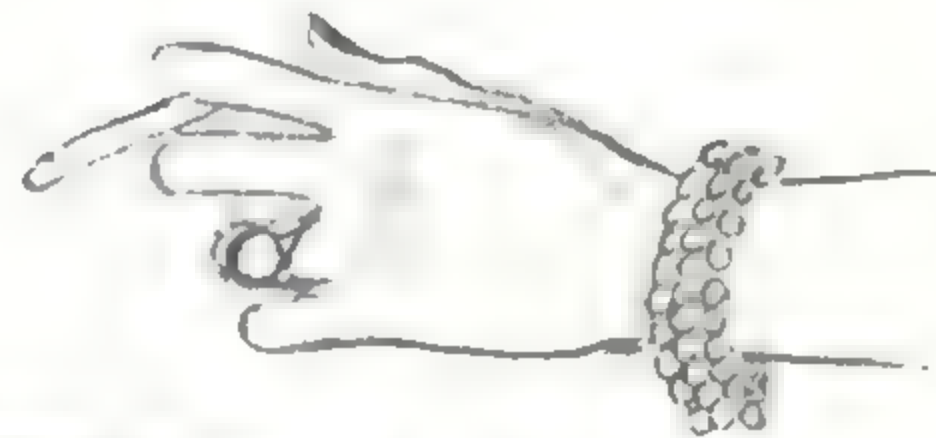
For a Débutante's Giddy Evenings: a flesh-pink satin bag (left).
 Tiny pearls are sewed all over it with gold thread. From Best.
 For a Sophisticate: broadtail bag to match her coat. Bendel.
 For a Woman Who Has Everything: square-toed mules of lemon
 coloured suède, trimmed with gold kid. These, too, from Bendel



For a Sybarite: a negligé (above) of pink wool lace, as soft
 as a Scotch mist and lots warmer. It is lined with chiffon and
 trimmed with Alençon lace. This is from John Wanamaker.
 For a Great Lady: a cape of red fox (right, above) divinely lux-
 urious and lined with copper velvet. From Bergdorf Goodman



To Give to a Lady with a Country House: a suède jacket (left)
 with heavily ribbed knitted sleeves. From Abercrombie and Fitch.
 For a Fragile Friend: the quilted pink velvet cape (above, right),
 to cover her shoulders on chilly mornings. Bendel has this.
 For a Charmer: Téscla's three-strand bracelet of culture pearls,
 synthetic diamond-and-ruby clasp; and a culture pearl solitaire.
 For Any Lady: a crocodile bag, sturdily square. John Wanamaker



from trinkets

- For the prettiest ears in town: three loops (right), paved with diamonds and clipped on each lobe (about \$415), and, in their owner's hair, a flourish of limpid diamonds (about \$3,200). Directly below—time and money handsomely taken care of by a gold bill-clip and watch combined, sapphire set (about \$115); a lacquered lighter and watch in one (about \$55)

- Fastidious little gift (below): a silk brocade vanity-case with lacquered gadgets (about \$33). On the hands—crown jewels for the lady of your heart: a sapphire-and-diamond ring (about \$12,300); an inch-wide flexible band of diamonds (about \$10,500); and three parallel rows of diamonds and sapphires (about \$6,200)

- Opposite, top: diamond-emblazoned ear-clips (about \$950); a clip brooch to match (about \$2,800). Stream-lined gold watch, leather cord (about \$110); a round gold watch (about \$110)

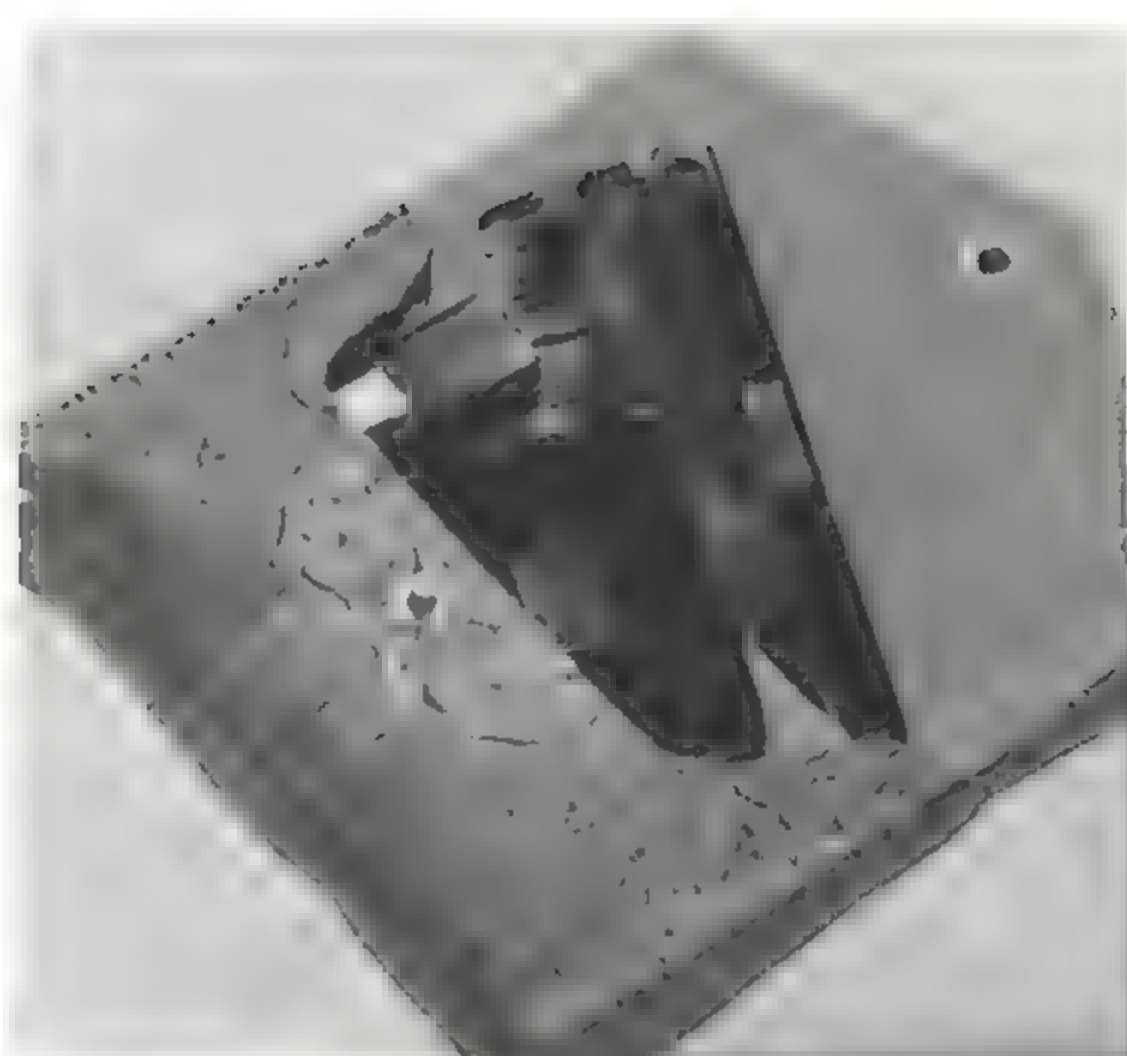
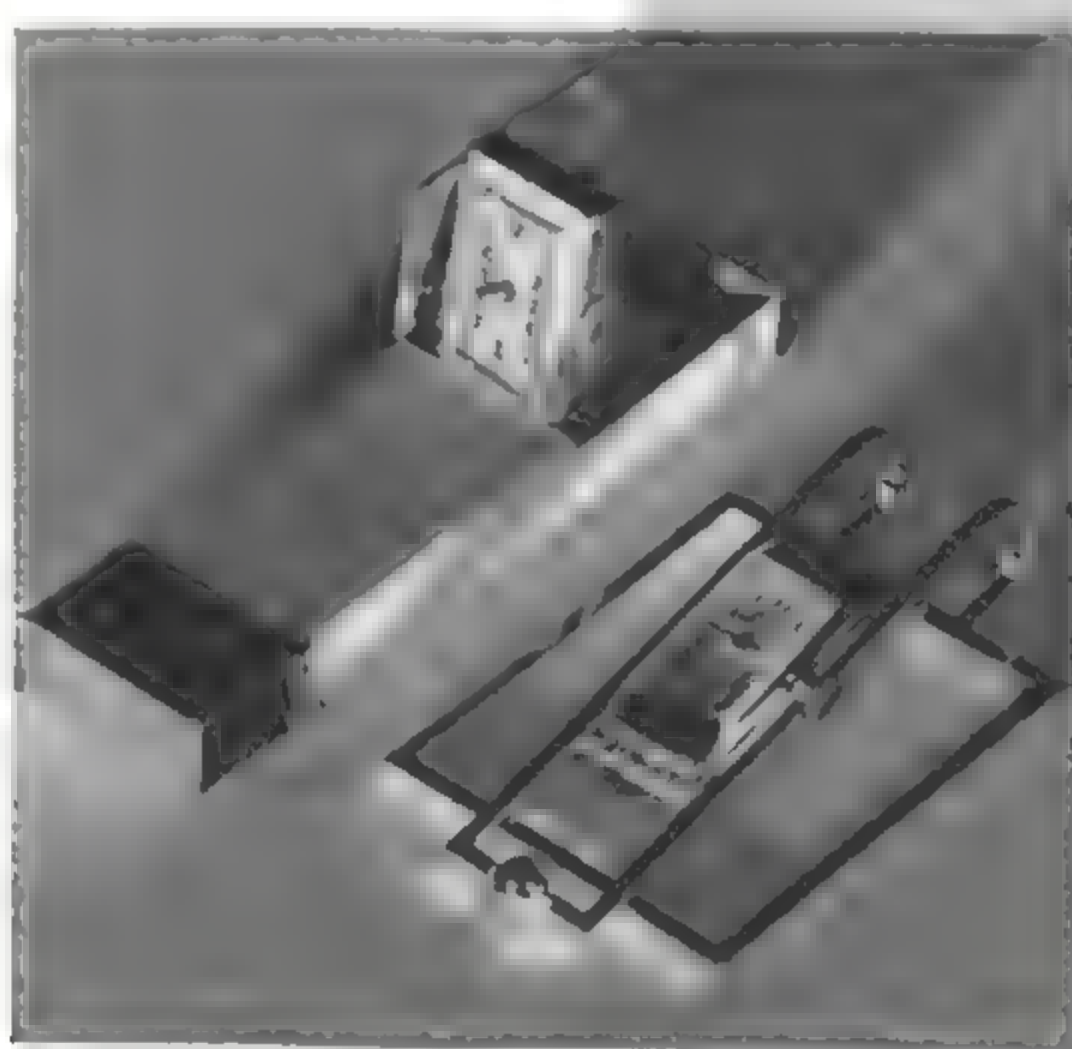
- Far right: a roll of pearls and diamond-paved balls (about \$5,000), with a diamond-and-platinum ring (about \$385)

Below these: crystal, topaz, and diamonds for a modern clip (about \$400), and a crystal-and-topaz ring to match (about \$150)

- Lower left, opposite: diamond-encrusted bracelet (about \$8,300), paired with one of cabochon emeralds and diamonds (about \$5,000). For the ring, a cabochon ruby (about \$4,500), and a silver cigarette-case to add tiny charms to (about \$35)



UDALL AND BALLOU

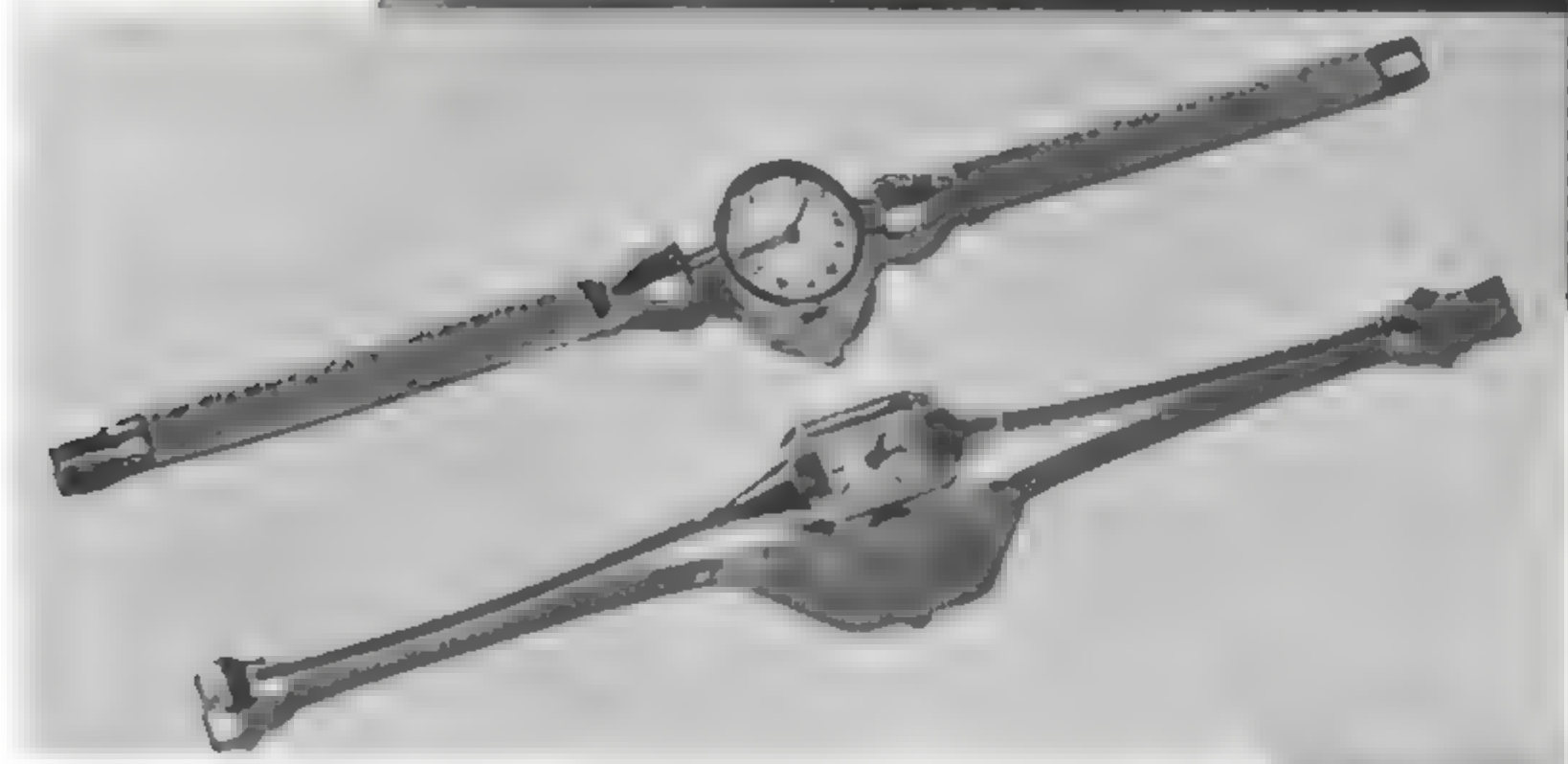


TIFFANY AND COMPANY

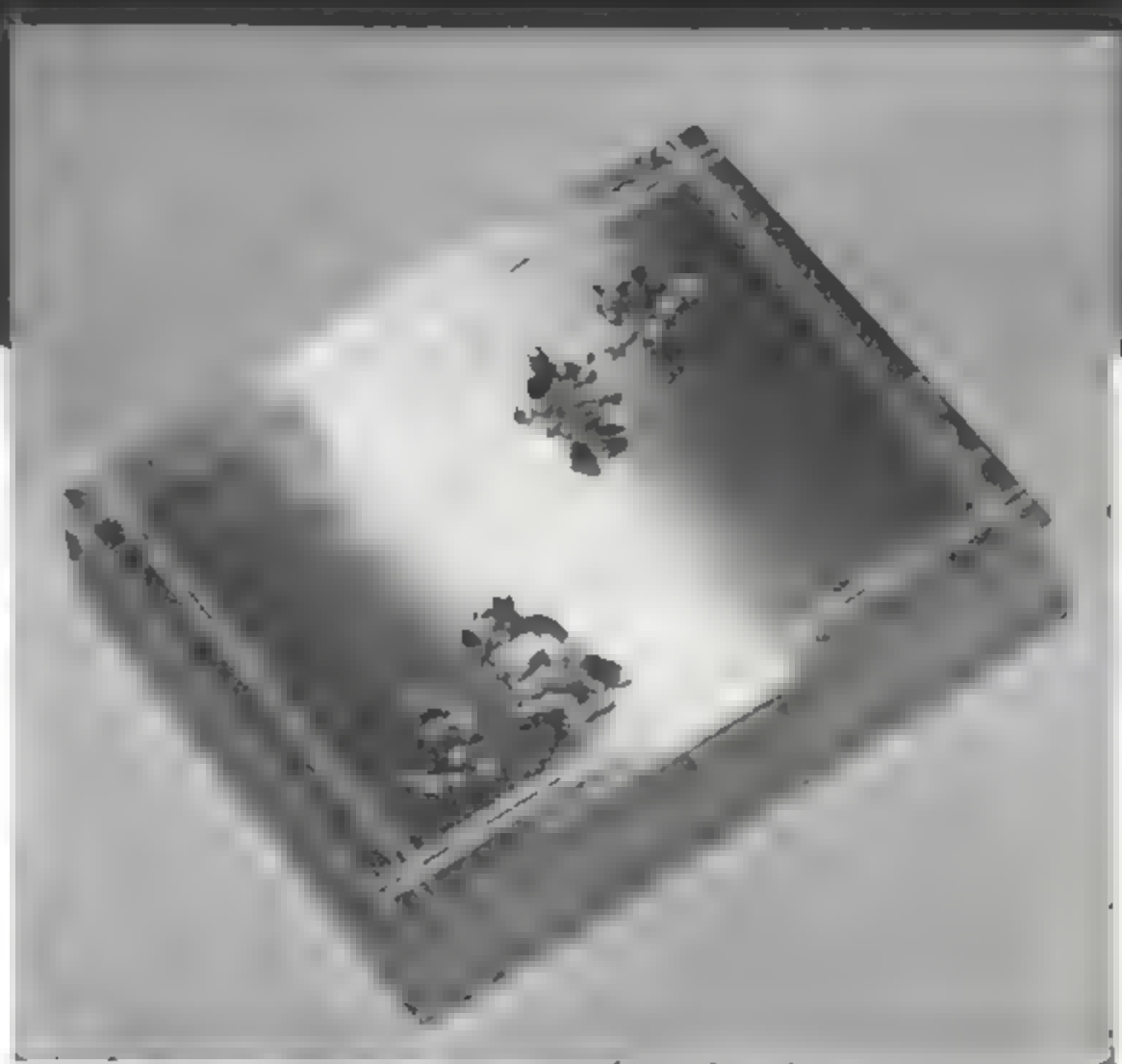
NELSON



BLACK, STARR AND FROST-GORHAM



PAUL FLATO



TRABERT AND HOFFER

to treasures



Art for Home's Sake—as good a slogan as any, and one which we heartily endorse. A home is a cold place without some evidence of living, personal talent in it. And the one thing you can always give to the person who has everything is—beauty. Especially when this beauty is in reach of your purse. New York is full of small works of art that range from ten to three or four hundred dollars. On these pages, there are a charming colour stencil at about ten dollars, a lithograph by a contemporary master in the forty dollar class, and a fine stone bust at a hundred or so. The highly original wooden head with its metal coil is amazingly under thirty dollars. The other treasures—and many more excellent fruits of American art in the galleries of this city—are correspondingly reasonable. So take heart and buy beauty; it pays high dividends. If you'd like to know more about these pictures and artists, turn to page 78.



5

CATALOGUE

1. WATER-COLOUR—L'Engle, Passadoit Gallery
2. CERAMIC—Aitken, Walker Gallery
3. STONE BUST—Greenbaum, Weyhe Gallery
4. WOOD-AND-METAL HEAD—at Rena Rosenthal
5. PORTRAIT—de Vaultier, Arden Gallery
6. "BACCHANTE"—Brook, Downtown Gallery
7. STENCIL CAT—Kramer, Warneke (Weyhe)
8. LITHOGRAPH—Orozco (Weyhe)



6



7



8



JOSEPHINE BAKER, SOON TO APPEAR IN THE ZIEGFELD FOLLIES, IN AN ANTOINE GOLD-PAPER FANTASY

DAHL-WOLFE

VOGUE'S SPOT-LIGHT

STILL they come, the plays. But there is less cause for censure: for in the last month two have brought dignity to the stage, two others have given us acting of high order, and one has brought excitement. Specifically, we can encourage you, with few qualms, to see "Pride and Prejudice" and "Parnell"; to follow Osgood Perkins in any play he may lend his terse and nervous skill to; and to watch Ruth Weston's career, even if you hesitate to see her in such a tinny piece as "There's Wisdom in Women." As for the excitement, no doubt you've seen it already—in "Dead End," of which much has been written. We can only agree; the Bel Geddes production—or reproduction of the East River front—is brilliant; the urchins are sensational; the pace irresistible. Mr. Kingsley is not a first-rate playwright, but his knowledge of audiences is well-nigh infallible. The average playgoer will be too dazzled by showmanship to see the naïveté of the rich-poor thesis at the core of the play.

If "Pride and Prejudice" were nothing else, it would still be a blessed relief from the "stick-'em-up" brand of Broadway stimulant. Throughout, we were acutely, deliciously conscious of the absence of shots, of tough guys, of four-letter words, of physical violence. The play that Helen Jerome has made out of Jane Austen's novel is as decent as Mr. Bennet's code of living, as feminine as Mrs. Bennet's mob-caps, as tart as her eldest daughter's wit, as charming as Jo Mielziner's sets, as translucent as the curtains in Aunt Gardiner's yellow drawing-room, and as artfully artless as young Jane's dove-like passion for Mr. Bingley. The period, with all its stiff flourish of speech and manners, is as becoming to men as to women.

We found ourselves sighing; in fact (as we did last year at "Conversation Piece"), for gentlemen whose chins were held haughty by high collars and who—instead of tipping their hats back and yelling "How'ya kid?"—bent from the waist and put obeisant hands upon their hearts. "Parnell" affected us with the same nostalgia. Because of the nature of its tale, it has more passion than wit. But in the refinement of its speech, the charm of its period, and the gentleness of its manners, it offers the same relief as "Pride and Prejudice" from the loud rigours of the present. As the fatal Katie O'Shea, for love of whom the Irish patriot ruined his career, Margaret Rawlings brings a much-needed glamour to the stage. This English actress has a sumptuous, civilized beauty; and a most eloquent voice.

Ruth Weston is one of our very young actresses who combine a keen edge of comedy with real emotional depth. Her part in "There's Wisdom in Women" proved once again the wideness of her range. She is as yet too absorbed in the sheer craft of acting to be content—as so many of our best actresses are—to be merely herself in a series of evening gowns. Incidentally, her leading man, Walter Pidgeon, is the new matinée idol of the town and a sure-fire Hollywood bet. He appears to have everything: dark, lean looks, length of limb, a very masculine vitality, and a sense of humour. What's more, he plays the piano. That is usually the final menace. So—that, and the silver toe-nails on Jumbo in "Jumbo," and the clown who pulls bananas out of his pants, and Margaret Rawlings' dark green gown in "Parnell," and a number of like delights should hold you for the nonce.

by MARYA MANNES



We hold up these hands as graphic proof of how gay gloves are in Paris. Hermès made them all. Above: The burgundy box-calf pull-ons were connived to match the stitching on a blue coat. The yellow suède ones are stitched in black. The blue suède have new padded darts over the wrists. All three pairs are at Saks-Fifth Avenue. Hermès box-calf bag and new leather screen. Below: Padded darts on grège suède gloves. And green suède, brief as brief, nice with tweeds



POTTIER, PARIS

LONG LIVE SAINT NICHOLAS!

THIS is the time of year that I (so my friends say) become distraught and get a faraway look in my eyes. I may be frantically busy with plans for Christmas—plans to send out the most amusing cards and presents this year (ending up, of course, by getting the cards at the nearest Five-and-Ten, and giving handkerchiefs and cigarettes to all and sundry)! I may be planning and planning, as I was saying, but my mind is not really on it. No, my mind is drifting over the ocean; my mind is in the land of my fathers, in Holland, where they have gone mad over Saint Nicholas. Saint Nicholas day (the fifth of December) is the gayest day of the year for us. It's the Dutch holiday *par excellence*. Christmas, New Year's Eve, Easter, all are negligible compared to it. What! even Christmas? Even Christmas, even birthdays (and they love birthdays in Holland) are not to be compared with the feast-day of the Saint. It's a gay, exciting, eminently "gezellig" day.

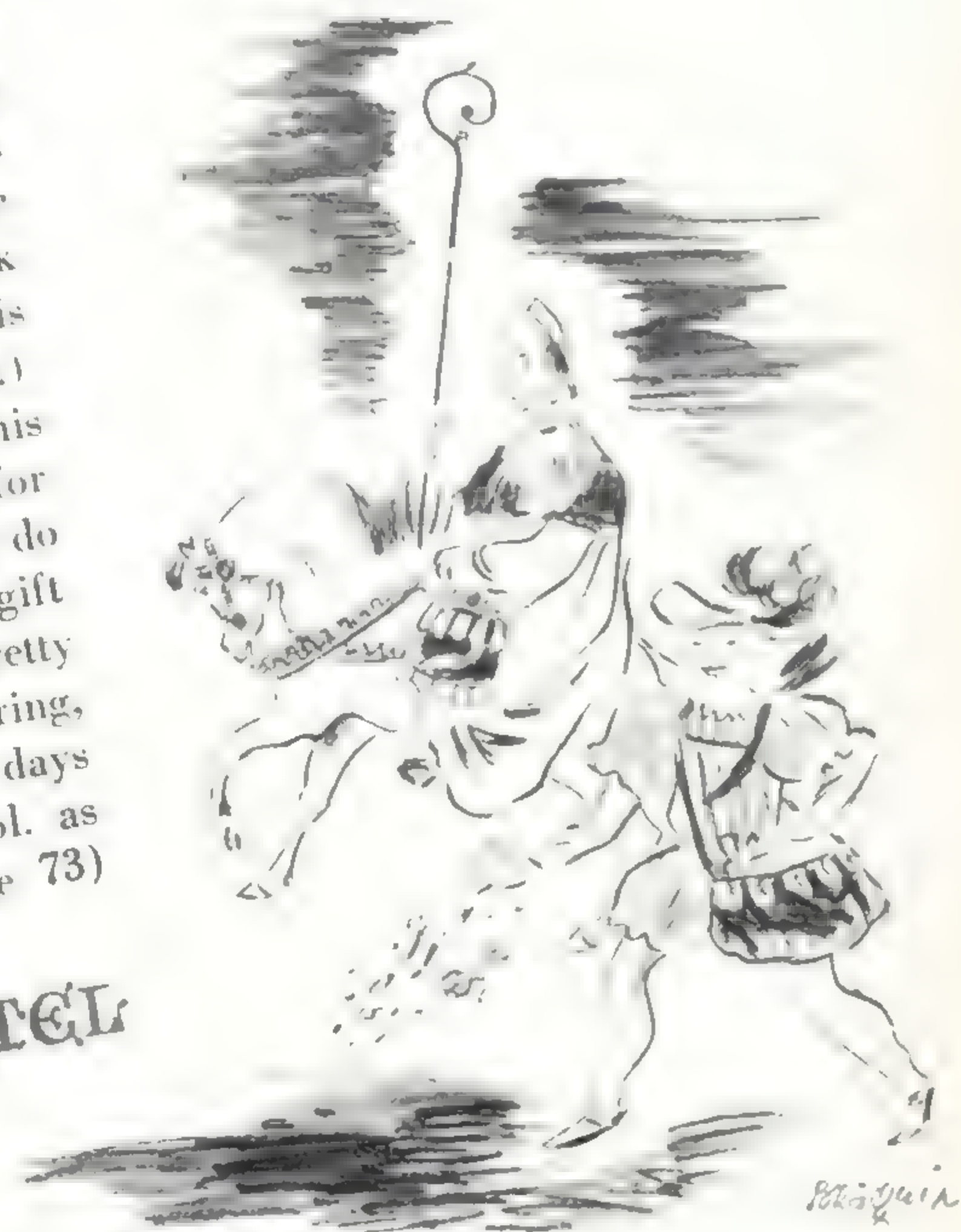
In retrospect, my memories of the excitement have naturally diminished somewhat—it's years since I celebrated a Saint Nicholas in Holland—but not my memories of the "gezellig heid," the coziness. I think all that we Dutch mean by that word, a special quality which we value above all others in our social life, reaches its zenith on Saint Nicholas evening.

The family, intimate friends, young and old, come together. They drink tea, cocoa, or hot, spiced claret; they eat *speculaas*, *borstplaat*, and *banketletter*. The lamps are lit, the clock ticks, the tea water steams. It's the Dutch at their truest—at home, with the window-curtains drawn, eating and drinking.

Saint Nicholas is, of course, that same Saint whom they revere so highly in the Latin and Greek Churches; the same Saint after whom Russian Czars were named; the same one who is a patron of New York. He is the only saint that we revere in Holland. For some reason, however, we do not regard him as Asiatic—which he was, having been born in Asia Minor—but as Spanish. I have no idea why this is so; perhaps because, in the past, Holland has been so closely linked with that nation. Spanish he is, and from Spain he comes.

"*Zie daar komt de stoomboot van Spanje al aan,*" ("See there already comes the boat from Spain,") the children sing, around the first of December. He arrives on a boat, the proper way to approach Holland, and leaves the boat riding on a fine white stallion. He is accompanied by *Zwarte Piet* (Black Pete), a blackamoor. Piet carries a sack, filled with candies, and a switch; he is dashing dressed *à l'orientale*. (This legend is actually enacted in some cities.) Both remain in hiding, but are supposed to roam the roofs at night. For this reason, Dutch children, before going to bed, put their shoes filled with hay (for the white horse) in front of the fireplace, singing age-old songs while they do so. On the following morning, the hay is gone (or should be!), and a little gift lies in its place. This adds greatly to the general excitement, which is pretty high already! Every one is shopping, making gifts, hiding gifts, whispering, giggling, acting mysterious. Finally, after a fortnight of this—the last days positively frantic—, Saint Nicholas day dawns. The children go to school, as usual, but at school no one thinks of lessons. Packages (Continued on page 73)

BY MADDY VEGTEL





MAKING FOR THE NORTH where there is just one thing more depressing than wet streets, and that is an exhausted wardrobe. If you can't go gaily South, you can at least *look* gay—and all you'll need are a few yards of fabric and a Vogue Design.

- Frock No. 7213, for example, is an "Easy-to-Make" dress, with front panels in the skirt and wide sleeves. Designed for sizes 12 to 42
- Frock No. 414 is a short-length formal afternoon dress—just the sort of thing most of us need right now. Its simple lines are relieved only by the draped blouse and sleeves. Designed for sizes 12 to 42
- Coat No. 413 will bring you out of the doldrums, partly by its colour combination, partly by its innate chic. Designed for sizes 12 to 42
- Frock No. 412 is really an ensemble with a future: a dress that laces up the front, and a jacket that will make you well-dressed all spring. Try it in contrasting colours. Designed for sizes 12 to 40

MAKING FOR THE SOUTH with all your colours flying—and what colours they are this season! If you are one of the lucky ones who are headed for warmer climes, look below and rejoice.

- Frock No. S-3856 will make those evenings on the boat-deck memorable. It is new and chic in chiffon of a pale ice-blue, with masses of machine-pleating for its skirt. Designed for sizes 12 to 20 or 30 to 38
- Frock No. 7221 is a one-piece "Easy-to-Make" frock, simple, smart and indispensable. Make it of thin wool. Designed for sizes 12 to 44
- Frock No. 7223, a braid-trimmed "Easy-to-Make" dress, has a separate sailor collar that buttons on. Designed for sizes 12 to 40
- Frock No. 7218 is perfect in linen. Its young lines and divided skirt belong on a Bermuda bicycle, or beach. Designed for sizes 12 to 40
- Coat No. S-3858 is a slim fitted coat. Designed for sizes 12 to 42
- For the back views of the patterns on these pages, turn to page 78





MADAME RENZO SAWADA, WIFE OF THE JAPANESE CONSUL-GENERAL IN NEW YORK • (SETTING BY YAMANAKA)

HORST

JAPANESE BEAUTY

HER perfume should be that of the plum blossom, her figure that of the willow-tree swaying in the wind. She should be chaste, slender, and obedient. She should never outstay her welcome, but remain always an apparition to be yearned for. This is the Japanese dream of feminine beauty. To disturb the Japanese heart, or his exacting eye, what artifices the women practise—these women relegated by Confucius to a place as low as the earth, while the man is elevated to the sky.

The early court women, Komachi living in the ninth century and Murasaki in the eleventh, wore hair falling over their shoulders, shaved their eyebrows, and marked their foreheads with two large beauty-spots. They had full round faces, narrow eyes, a mere shadow of a nose, and a small thick red mouth. Later, another ideal superseded this—the girl with a long pale face, high nose, almond eyes, a slender neck, and hair like a helmet.



Then the movies came to Japan, and we learned to appreciate lively faces and all their telling changes. Japanese women are no longer afraid to express their feelings. Now a new type reigns—that of a sensitive woman proud of her large round eyes looking boldly at the world. She often adopts foreign hair-dressing and foreign make-up even when she wears the kimono. Flappers of this set are called *mo-ga*—Japanese for “modern girl.”

But although we have accepted bobbed hair and electric curling-irons, we still love long black hair. Dark dyes are enlisted to banish every vestige of brown glints that might appear; the oil of camellia is applied to make the hair thick and glistening.

But woe to the women who forget that in summer camellia oil becomes rancid and leaves an aroma not unlike an old fritter. And woe also to those who, too ceremonial, wear constantly the classic head-dress—the heavily ornamented helmet. The weight of this ponderous edifice eventually spells doom—the locks to which it is affixed give way and leave the skull bald as a Buddhist nun’s.

So the Japanese woman varies her head-dress. Sometimes, the traditional towering head-dress varnished with sticky brilliantine. Sometimes, a softly waved modern coiffure, hair parted in the centre or on the side. Sometimes bobbed hair—in which case, she resorts to a wig when she wants the ritualistic long dark hair.

It is amusing for her to be both the woman of the Past and the woman of the Present, and to see in her mirror the mysterious features of Old and New Japan blended in both her face and clothes. After contemplating her immutable race, she surreptitiously covers her mirror with a curtain. During her absence, her mirror must no longer reflect anything. (Continued on page 74)

BY
KIKO
YAMAZAKI



vogue's finds of the fortnight

Sketched left are three superior Christmas gifts for your or anybody's else offspring. The pyjamas and robe were born to sit around a play-room fire on snowy nights; to keep their owners warm through those terribly important talk fests that thrive after "lights out"; and to go off on exciting week-ends to a roommate's house

Crackers and milk before bed—and the first player (left, above) feeling grown-up and worldly in a smooth pair of lounging pyjamas. The overblouse is of velveteen, frog-fastened, and in jewel shades or black, to contrast with the crêpe trousers. Best; \$15

Her partner, making one of the most important moves of the evening, is wearing pyjamas of washable satin—tailored as meticulously as her brother's, but with a Peter Pan collar and tiny buttons as concessions to femininity. In dusty-pink or blue. Best; \$9

On the side-lines (top), a washable satin robe to match the satin pyjamas just described. Even the pearl buttons are dyed dusty-pink or blue. Best has this; \$9

Right: off on a winter cruise, you'll sightsee in ports of call in this dotted silk dress. Every scrap of it is knife-pleated, but sewed down at strategic points to make it packable. Grosgrain ribbon belt; stud buttons. In half a dozen colours, with contrasting polka-dots. This model is from Bonwit Teller's Débutante Shop; \$25





Here on these pages are the fundamentals of a cruise wardrobe for day: two spectator sports outfits, one of which peels off its jacket for tennis; a swagger coat; an active sports dress.

They are clothes that are new and so intrinsically chic that, even if you're not following the sun, you can buy them now and blossom forth in them next summer. They're in the colours and combinations of the season—pungent greens and blues and yellows; off-shade pinks and reds, as well as white and the classic dark shades. They are fresh in line and treatment. And you can buy them in shops throughout the country.

From breakfast to dinner, you'll live in a costume like this, left. A trim Botany flannel jacket in eye-catching shades such as English post-box red, over a white Celanese crêpe tennis dress; or muted pink topping navy-blue. Martha West has this model; \$30

Because you wouldn't dream of sailing without a top-coat to pull on when the temperature suddenly drops, we've run to earth this swagger coat, above. It's of rib-knit fabric—spongy, light as your spirits, and warm. Scarf of the same material. De Pinna; \$23

Hit the deck for shuffle-board in the Everfast linen dress, right. It whips on like a coat and buttons far over on the side, from neck to hem. Sailing colours—hemlock-green, Dubonnet-red, and a lovely shade called deep-sea blue. Also in white and natural, and all with contrasting buttons and scarf. Best; \$17



TURN TO PAGE 86 FOR A LIST OF SHOPS THAT HAVE THESE



SHOP-HOUND'S GIFTED IDEAS



Soon a fir-tree will appear in every American home, and at night the dark hills behind Hollywood will glitter with living, illuminated trees. The great exodus from Virginia of genuine home-cured hams is beginning, and Christmas cards are scurrying to their destinations across the face of the world. If towering, bauble-hung pines no longer fill you with wonder, assuage the Christmas spirit with the stylized chromium trees our artist has depicted. Gerard has them in two heights, eighteen or twenty-two inches, and, with candles to suit the colour scheme, they will put your dining-table in a festive mood.



The Madonna and angels, of white ceramic, shown above, left, are among the lovely groups at Rena Rosenthal. Gerard now has Nativity scenes, of painted plaster, for as little as \$15, and very modern angels of twisted strands of sheet aluminum. It was Gerard who thought of sending to California for branches of the redwood-tree and making them into sweet-smelling wreaths and garlands—Shop-hound above has one swag in her teeth.

From the desert came a splendid inspiration of Max Schling's: branches of the smoke-tree, a fragile, spiky spray, which, whitened and glistening, mixed with dark leaves, is decorative in a white room. He also has little trellised silver-grey boxes, to be filled with gardenias, violets, sweetheart roses, or orchids, which you might send her as a change from a corsage. Being in water, they will keep fresh much longer.

Every one wants to look Greek these evenings. Some of the smartest women in town are rushing to Mariano Fortuny to buy his pleated Venetian tea-gowns. They are as beautiful as ever and are, of course, pure Greek with a harness around the top and pleating from neck to hem. The tea-gown in the photograph, right, is of pale gold "wedding-ring" silk, permanently hand-pleated and bound with gold and white silk cord. It is sent curled up in the tiny hat-box (or large pill-box!) sketched alongside. This, arriving at Christmas, should be a delightful surprise.

And there are other unusual things that women are also buying this winter from Fortuny. Mrs. Henry Field has been wearing an evening coat at several recent opening nights, of persimmon coloured metal-stamped velvet, which has made a great hit. Another Fortuny material is a highly glazed metal-stamped cotton—Miss Katharine Hepburn has this in a blue-and-silver house coat. (Continued on page 76)



Which of the 21 soups is missing
from this picture?

Confidential: It's missing* because the family
is enjoying it today!



ASPARAGUS

Purée of luscious asparagus. Strictly vegetable. Makes delightful Cream of Asparagus.

BEAN

Substantial, old-fashioned Bean Soup—purée style.

BEEF

A thick, hunger-satisfying soup containing hearty diced meat, vegetables and barley.

BOUILLON

A clear soup, made from choice beef, blended with herbs, vegetables and aromatic spices. Invigorating!

CELERY

Made from the choicest quality celery. Strictly vegetable. Delicious as a Cream of Celery.

CHICKEN

Not just a broth—it's the real Chicken Soup with tender pieces of chicken meat and rice.

CHICKEN-GUMBO

A famous Southern Creole chicken and vegetable style soup—flavored with okra and tomato. Unusual!

CLAM CHOWDER

All the broth and meat of juicy clams—flavored with tomatoes—and garnished with potatoes and onions.

CONSOMMÉ

The formal soup. Beautifully clear. A rich beef broth, lightly seasoned—and delicately flavored with vegetables.

MOCK TURTLE

Beef broth, tomatoes, celery, herbs, toothsome pieces of meat, richly blended with sherry.

MULLIGATAWNY

An unusual Oriental style chicken soup. Laden with flavorful vegetables, herbs and seasoning.

MUSHROOM (Cream of)

A purée made from choicest cultivated, whole, fresh mushrooms blended with fresh, double-thick cream—liberally garnished with mushrooms.

MUTTON

Mutton broth garnished with fresh mutton, barley and vegetables—splendid for children and invalids.

NOODLE with chicken

A full-bodied chicken broth containing hearty egg noodles and delicious pieces of tender chicken meat.

OX TAIL

Vegetables, barley and sliced ox tail joints in an Old English style ox tail broth—with sherry.

PEA

Purée of delicious, nourishing peas. Strictly vegetable. Even more nourishing served as Cream of Pea.

PEPPER POT

The real famous "Philadelphia Pepper Pot" with macaroni dumplings, potatoes, spicy seasoning and meat.

PRINTANIER

Exquisitely blended chicken and beef consommé with vegetables in fancy shapes.

TOMATO

Pure tomato juices and luscious tomato "meat" in a sparkling purée enriched with finest creamery butter. Strictly vegetable. Serve it too as Cream of Tomato.

VEGETABLE

It's a meal in itself. 15 fine garden vegetables cooked in rich beef broth. A family favorite.

VEGETABLE-BEEF

Real old-fashioned Vegetable Soup—rich beef broth, thick with vegetables and substantial pieces of meat.

A helpful hint

* The missing soup is one of the 21 described above. It's so popular that it has a way of disappearing promptly from the home shelf. A tremendous favorite—A soup you've liked ever since you were a child. Which is it?

Udall and Ballou introduce new
creations in the art of fine jewelry



Exquisite star sapphire set in platinum with baguette diamonds. Bracelet of platinum set with round, baguette and marquise-cut diamonds. Lines of rubies and diamonds set in platinum form a clip pin, a buckle or a corsage holder.

Udall and Ballou
Fifth Ave. at 57th St., New York City
NEWPORT PALM BEACH

DISCOVERIES IN BEAUTY



Guerlain's gorgeous eau de Toilette, practically a perfume in itself, comes in these distinguished flacons in all of your favourite Guerlain scents. You will find it at the better shops

The Imperial Formula preparations are fitted into this very smart case for travelling—a super gift. It is at Lord and Taylor in New York and one leading shop in other cities



Perfect "little-gift" suggestion—one or all of Bal-larde's quartet of perfumes named for the seasons. The fluted bottles are in amusing satin boxes tied with tasselled white cords

Bourjois' newest perfume looks especially Christmas-like with its splashing scarlet flower and its felicitous name "Flamme"—a vivid bouquet fragrance that "warms" as you wear it



This Christmas
THE THING TO DO... Give...
Whitman's
CHOCOLATES



Sampler \$1.50
 A world-famous assortment of favorite fruits, nuts, marshmallows, caramels, nougat, creams, crunchy centers and solid chocolates—a rich gift box—17-oz. . . \$1.50. Also 2, 3, 5 lbs.



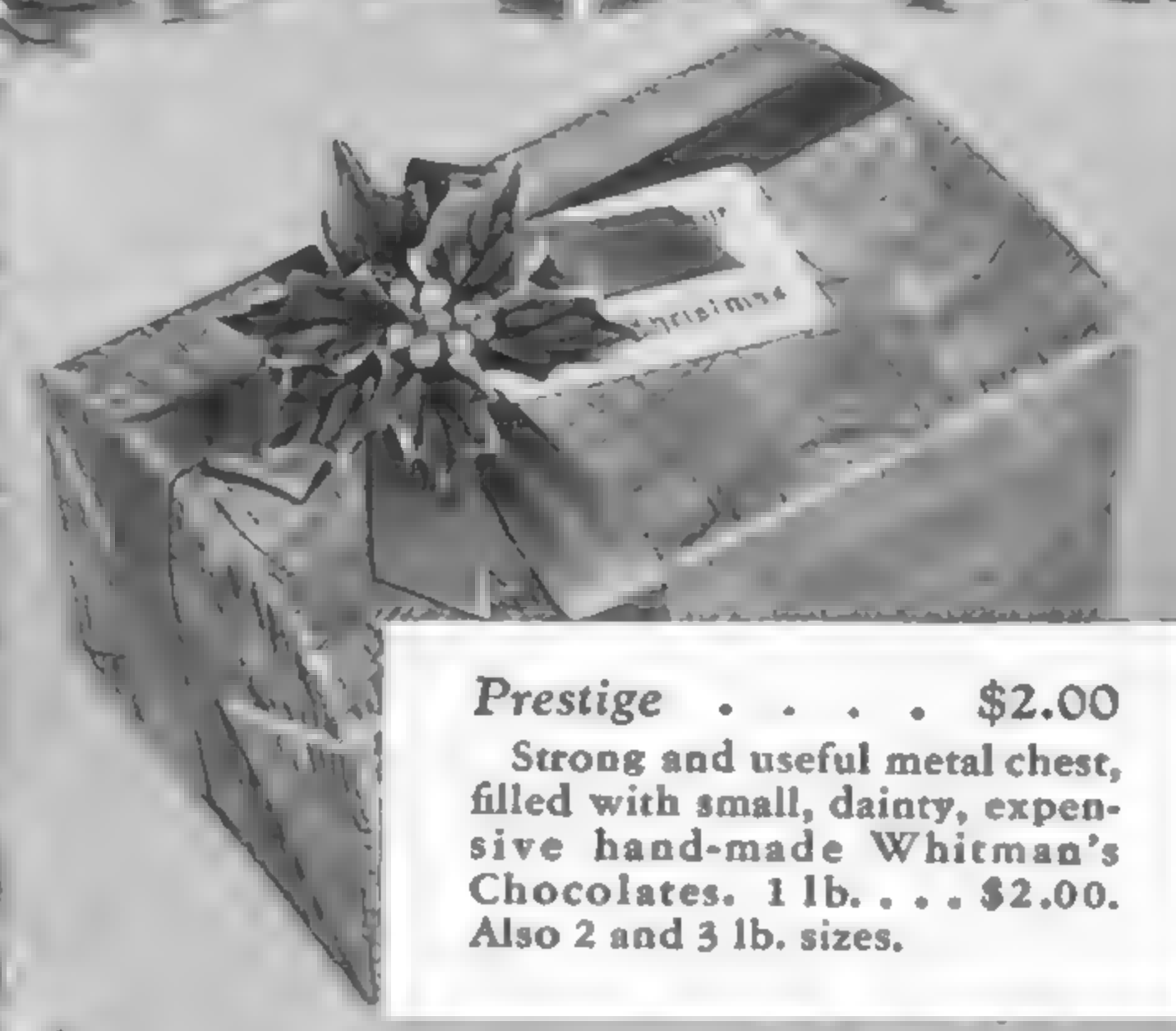
Fairhill \$1.00
 Outstanding box of candy at \$1.00 a lb. Delicious caramels, creams, crisp centers, marshmallows, nougat, nut centers and specialties. 1 lb. . . \$1.00. Also 25c, 50c, \$2, \$3, \$5 sizes.



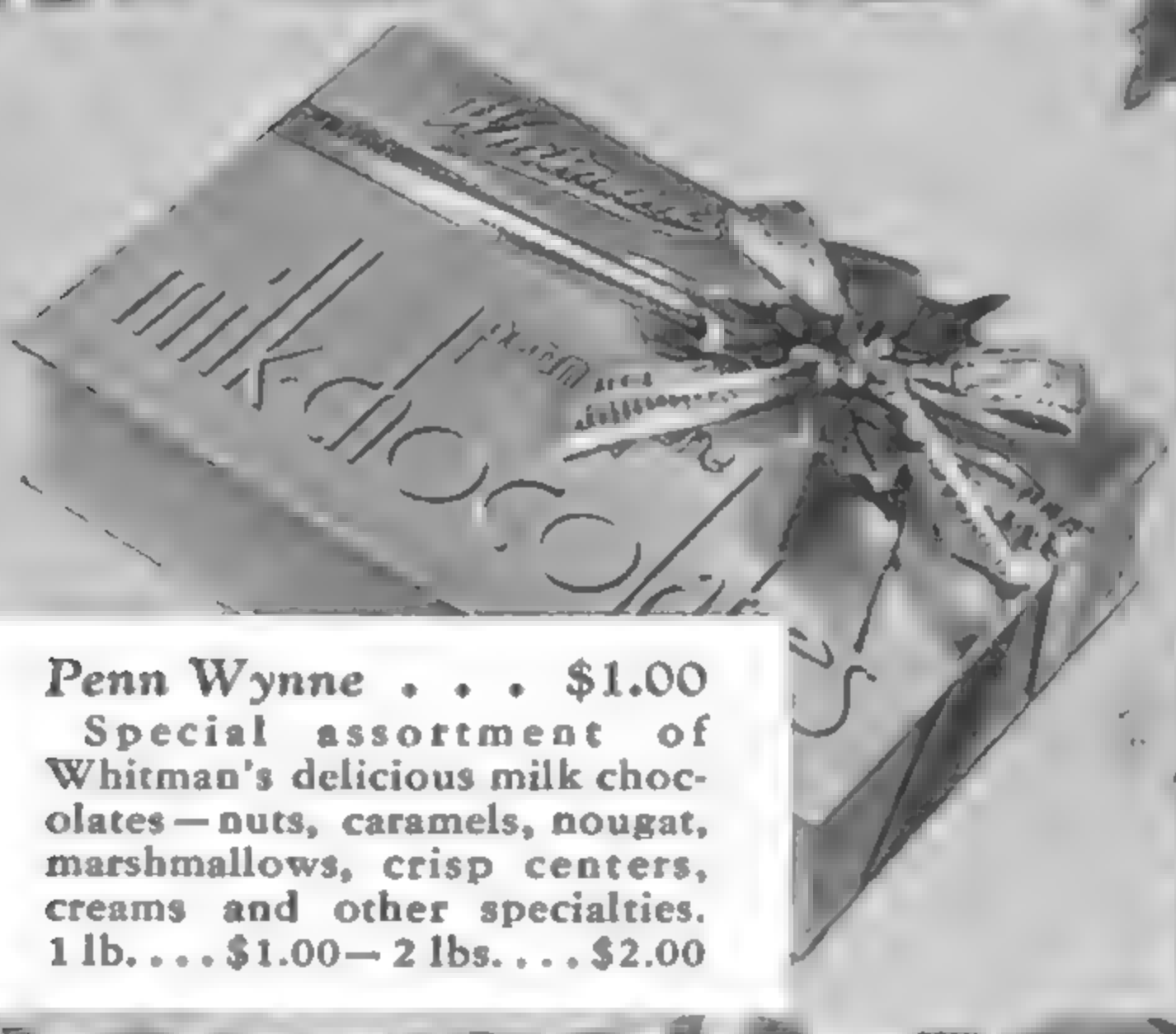
Cloisonné \$5.00
 Assorted favorites—nougat, marshmallow, creams, nuts, caramels, fudge, crisp and chewy centers—in a beautiful metal box—3½ lbs. . . \$5.00



Fruits & Nuts . . . \$1.00
 A select company of favorite nut and fruit centers, with coating of Whitman's delicious chocolate. A handsome gift package. 1 lb. . . \$1.00—2 lbs. . . \$2.00



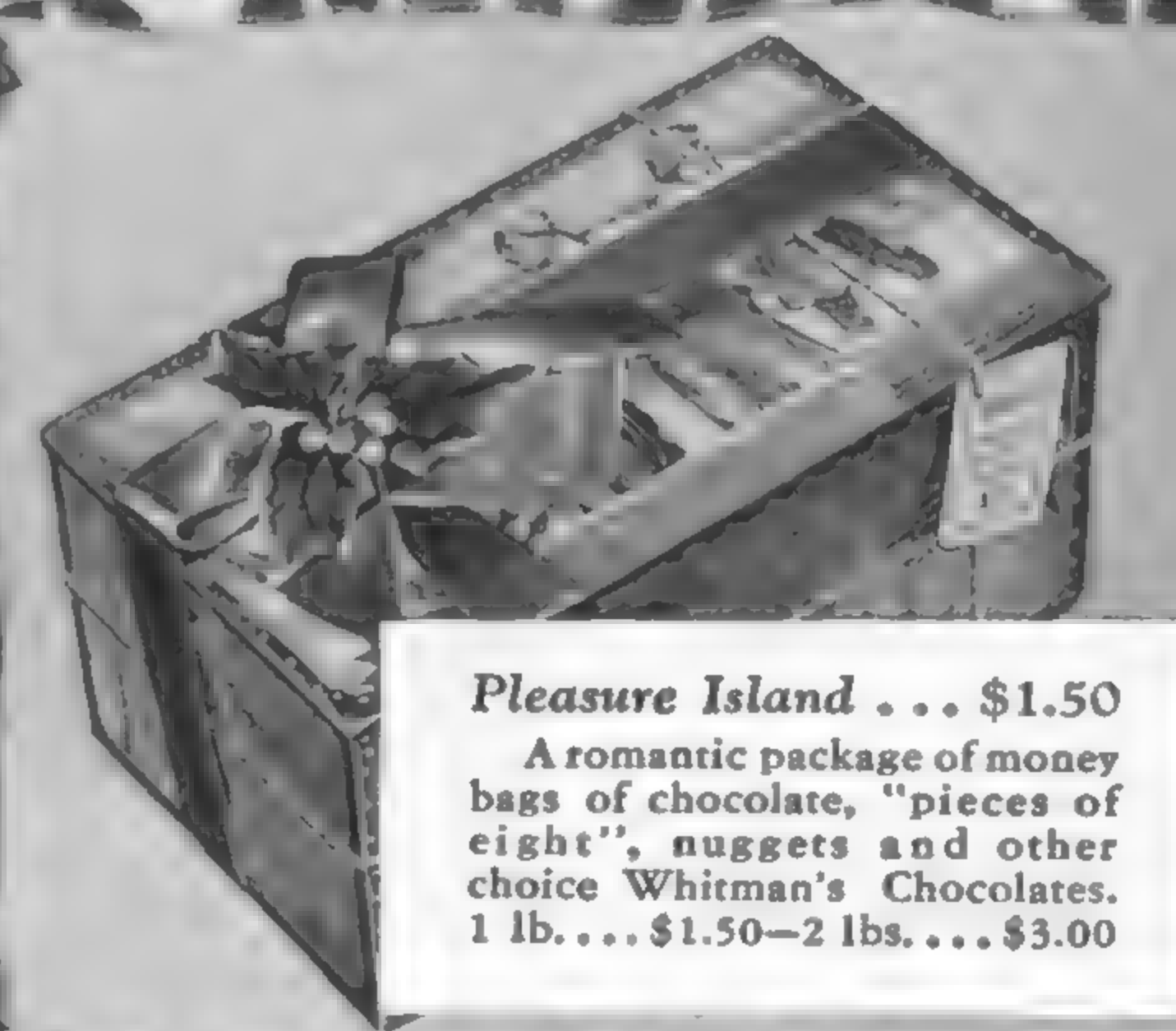
Prestige \$2.00
 Strong and useful metal chest, filled with small, dainty, expensive hand-made Whitman's Chocolates. 1 lb. . . \$2.00. Also 2 and 3 lb. sizes.



Penn Wynne . . . \$1.00
 Special assortment of Whitman's delicious milk chocolates—nuts, caramels, nougat, marshmallows, crisp centers, creams and other specialties. 1 lb. . . \$1.00—2 lbs. . . \$2.00



Nut & Chewy . . . \$1.00
 Whitman's newest package of nut centers, fudge, caramels, nougat, date combinations, crunchy centers—a delightful assortment. 1 lb. . . \$1.00



Pleasure Island . . . \$1.50
 A romantic package of money bags of chocolate, "pieces of eight", nuggets and other choice Whitman's Chocolates. 1 lb. . . \$1.50—2 lbs. . . \$3.00



Loveliness \$1.50
 Chocolate covered nuts, liquid cherries and pineapple, fruit caramels, nut caramels, almond dates, creams and marshmallows, in a convenient metal box. 1 lb. . . \$1.50



Whitman's Stocking Fillers
 Pure and delicious as such candies should be—Wonderbox, 25c; Hard Candy, 25c; Chocolate Cigarettes, 5c; Neapolitan Bricks, 5c; Wonder Pops, 5c.



Bon Bons & Chocolates \$1.00
 Favorite bon bons—hand-made and fork-dipped—and choice center chocolates. A beautiful gift box. 1 lb. . . \$1.00—2 lbs. . . \$2.00

LUCIEN
LELONG
PARIS

Indiscret
PARFUM

• For gift giving, Dorothy Gray puts three creams and a skin lotion into Venetian glass containers—welcome additions to any dressing-table

• Elsie de Wolfe has three exciting perfumes (below); Jay-Thorpe and I. Magnin. Sachet powder and hand-quilted sachets to order; from Elsie de Wolfe's shop



MARTINUS ANDERSEN

DISCOVERIES IN BEAUTY

Suppose it is now December the twentieth, or even the twenty-fourth, and you, male or female, have not acquired anything for a lady who must have a personally chosen gift on Christmas morning. The lady is your secretary, your wife, your niece, your Aunt Martha. The gift has to be a charming nothing or an important something. This is what you do! Find out what kind of beauty things the lady uses, and then order many or few, done up in Christmas trappings. You can even telephone your order if you're desperate, and your gift will manage as personal a feeling as though it had been initialled!

Let us say that the lady uses Primrose House things. You can get for her, among a flock of other things, a set of powdered bath essence and dusting powder in a gay daffy-down-dilly box for as little as two dollars; a fitted travelling-case done in pigskin that is super value for around \$27.50; and an enchanting copper box of dusting powder topped with a peach bow; smart new vanity-cases in black or red, with jewel-like finish; a new kit, ingeniously fitted with eight Primrose House cosmetic items, for about \$10.

Last-minute gift idea—very feminine: sachet stocking-case beautifully scented with one of the Lenthéric perfumes and filled with Le Bas stockings; Lenthéric Salon or the Le Bas shop in New York.



NELSON

LONG LIVE SAINT NICHOLAS!

(CONTINUED FROM PAGE 61)

are found in the most unlikely places; singing is heard everywhere; and when, around eleven o'clock, Saint Nicholas arrives in person—followed by Piet, of course—excitement reaches its climax.

Saint Nicholas (is it the algebra teacher?—or is it the Head-Master's brother, this year?) is his usual fine self. He wears a gold mitre, a lace chasuble, a scarlet "petticoat"; in his hand he holds a gold crozier, and over his face he wears a rosy mask with a snowy beard attached.

NO SPARING THE ROD

The Saint seats himself, listens to the singing in his honour, says a few words to the teachers in a kind, deep voice (and see how respectful *they* are!), says a few words to the children, then orders Piet to put his hand into the sack he carries—and out come those old stand-bys, the *pepernoten* and the *borstplaat*. They roll all over the floor, and the children with them. But it isn't all *pepernoten* and *borstplaat*, no indeed; there is the switch, too—and frequently Piet takes hold of a naughty boy and whacks him with it.

After a while, Saint Nicholas departs, and the children gather up their candies and their presents and start for home. Very likely it has snowed already, and the roads are white, the sky and waters leaden, the trees spidery and black.

Soon the children are home. The afternoon is spent in last-minute preparations, singing, and constant nibbling. Finally, after dinner, the real fun begins; the entire family gathers together, usually around the dining-room table.

Suddenly, the door-bell rings. Some one rushes off to open the door. Surprise! There is no one there—instead there are one, two, a whole arm-load of packages. They are carried indoors. Whom are they for? Some one reads the labels. Whom are they from? No one knows. "Saint Nicholas, of course!" some one cries. All gather around to assist in the unwrapping. Soon the bell rings again; more packages arrive. . . .

If there are small children in the family, Saint Nicholas himself makes his appearance early in the evening. For this grand occasion, poems have been learned, which are recited with trembling, awestruck voices. (Oh, how my own voice used to tremble, and how my knees used to shake!) Having Saint Nicholas come in person is more an honour than a pleasure, for he always insists on asking highly disturbing questions.

"Do you still bite your finger-nails? Do you still day-dream when you ought to be learning lessons? Were you nice to your little brother this year?"

Saint Nicholas knows all the weak spots. Thank Heaven, he never stays long (there isn't a child who doesn't sigh with relief when he departs!). And as soon as he has gone, one is allowed to open one's packages—never before he arrives.

Now whatever these presents may be, simple or lavish, there are some which young and old simply *must* receive to make the evening a success. They are eatable, all of them. Most important are the "*Vryers*." A *Vryer* is a common word for lover; and these

Vryers are dolls, girls and boys, made of *speculaas*, a hard, spicy cake dotted with almonds. They are an inch thick and anywhere from ten inches to almost a yard long. Then there are the *chocoladeletters*, one's initials made out of chocolate; *banketletters*, initials made of a very rich, flaky pastry filled with almond paste and butter; *borstplaat*, a sort of watery fudge; and marzipan. These are the special Saint Nicholas delicacies.

One great difference between Christmas gifts and Saint Nicholas gifts is that one is never supposed to know who sent the latter. They are surprises—often accompanied by long verses, which may give one an inkling of who sent them, and often packed up in an amusing fashion. A favourite way of giving a child a "surprise" is to have the child seek all over the house for the actual present.

The more mystery, the better! Mystery, in fact, is half the fun of it. How many love-affairs and intrigues have started on a Saint Nicholas evening! I remember, when I was eight, conceiving a sudden passion for one Ernest, who was six—a pale monster of a child, unexpectedly brought along to my house by some friend of my mother's. I hardly glanced at my presents that evening; instead I stared at Ernest, and cried to my mother,

"Isn't he beautiful? Don't you think that he is *beautiful*, Mama?" I heard later that my mother was worried about my taste, as well she might be!

I remember, too, the young woman who received a bunch of violets at a "Sint" evening celebration at my home. Attached to them was a flexible, tissue-wrapped package, out of which rolled a gold link bracelet—quite obviously made out of a man's watch-chain. I remember the queer silence which followed the unwrapping of the package; I remember seeing the young woman blush and blush, and the sudden look of mingled suspicion and fury on her elderly husband's face. How many Dutch novels, both old and new, have a chapter which begins, "It was Saint Nicholas evening!"

CHRISTMAS, TOO

And what about Christmas? We celebrate that—both first and second Christmas days are bank holidays—but we celebrate mildly. A tree, perhaps, some singing of old German and English Christmas carols, an especially nice dinner—and that's about all. No presents, no excitement.

As long as children continue to grow up with memories of "Sint" celebrations, I don't think that any other feast will ever take its place. Too many "firsts" are connected with it; one's first doll, first lipstick. The first champagne one ever tasted was sipped amidst the *brouhaha* of Saint Nicholas evening. The first present one ever gave a girl was camouflaged as a Saint Nicholas "surprise." And so on.

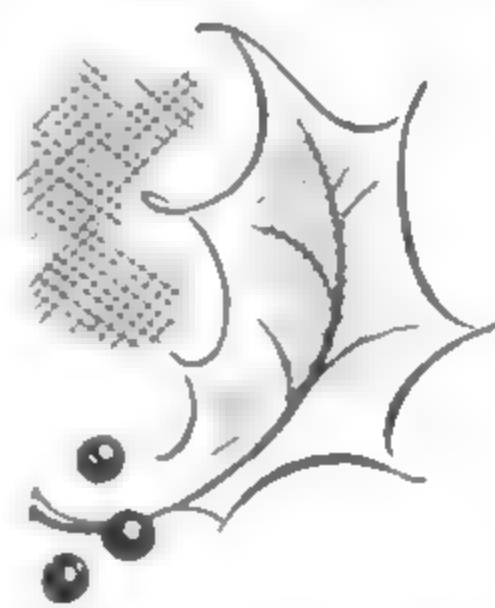
Every year, when the fifth of December comes, I pity myself deeply! Poor, poor me, so far away from it all! With wobegone mien, I cajole my husband into buying me something I want very badly, telling him that I would oh, so much rather have it on *this* day than at Christmas time.

The Gift Idea

you've been Groping for!



HOLIDAY SETS
AT \$2.00 TO \$4.50



Distinguished Roger & Gallet perfumes, toilet waters, soaps, powders, and sachets in many combinations. Attractively packed in gay holiday boxes of red, gold and black. Two-piece sets, \$2.00 to \$3.50. Three-piece sets, \$2.75 to \$4.50. Seven fragrances to select from—

Fleurs d'Amour, Le Jade, Pavots d'Argent, Feu Follet, Carnation, Sandalwood, Violette. An exquisite greeting to any lady on your list. A grand idea for any gallant gentleman.

P.S. There are gift sets of talcum, soap and toilet water to please the men, too.

ROGER & GALLET

Listen to Roger & Gallet's radio presentation of Bob Crosby and his Orchestra every Friday evening 8:15 to 8:30 E. S. T. NBC (blue) Network, Key Station WJZ, New York

JAPANESE BEAUTY

(CONTINUED FROM PAGE 65)



1 With a towel around your shoulders, tip your head back and pour a cup of Vapon over your hair.



2 Work it through your hair with your fingers, allowing the waste to run off on the towel. Use towel to wipe off excess liquid.



3 Now fluff your hair with fingers and it will be dry in a few minutes. As it dries, your wave falls in place and your hair is clean, brilliant and fragrant.

**CLEANS PERFECTLY
DRIES INSTANTLY
THE WAVE STAYS IN**

Just before you leave your home for the party, give your hair new, sophisticated charm with a Vapon Dry Shampoo. Even though you are completely dressed, you can use Vapon without spoiling one single ripple of your wave or a delicate fold of your smart, new gown.

Simply do this: Tie a towel around your neck and pour on Vapon. In 3 minutes your hair is absolutely dry—clean, sleek and lustrous. Your wave *stays in*—and, in addition, looks more youthfully alluring than ever.

You need no soap or water with Vapon. It is a *dry* shampoo that cleanses and beautifies your hair almost instantly. Its quick-drying properties also eliminate chances of distressing shampoo colds.

If it is not convenient for you to give yourself a Vapon Dry Shampoo at home, ask your beauty parlor for one. Over 10,000 leading hairdressers, the country over, give beneficial Vapon Dry Shampoos.

You can get Vapon at all better department stores and toilet goods counters. Bottles .65; Pints \$1.10; Gallons \$6.60.

VAPON
Dry Shampoo

VAPON, INC., MONTCLAIR, N. J.



In the evening, after dinner, she has her bath—at the almost scalding temperature of 115° to 150° Fahrenheit. Before entering the bath—she has thoroughly washed and rinsed herself from small adjoining basins. The bath proper is entered only when one is immaculate—for this bath often is a family or social affair. The head of the family has been its previous occupant (men first), and the children and relatives will follow later in the same bath. Or perhaps, any guests will be politely invited to bathe, and, if they are fairly intimate, all will bathe together.

However, if it is a solitary affair, the Japanese woman, seated on her heels, will remain in the water for a long time. The vapour dilates her skin, often oily, and steams around her as a geyser. While she relaxes in this steaming cauldron, she patiently massages her face, neck, and hands with a tissue bag filled with dripping bran.

SHAVED FEMININE FACES

Some women have their faces shaved, as they can not tolerate the slightest down on their cheeks. Others shave along the hair-line a sort of inverted Japanese widow's peak—a volcanic peak like Fujiyama appearing to be lost in the clouds. Others—especially the young dancing-girls—thin the hair on the nape of the neck into three distinct points, to make the neck appear very slender.

After her bath, the Japanese drinks hot tea, without sugar. All day long, she drinks small quantities of hot tea. This liquid diet—together with very light meals of which slightly cooked vegetables are the chief ingredients—gives her a body more vegetable than carnal. To beautify their complexions, the geisha girls drink an infusion of *dakudami* or knotweed.

To prevent circles under the eyes, the Japanese drinks a concoction of black pease and coarse rice grains. And, to soothe and rest the eyes themselves, she applies on her eyelids a pickled plum, split in two, called *Ume-boshi*, or small muslin bags filled with finely scraped raw fresh apple. (*Ume-boshi* can be bought in any Japanese store the world over.) To nourish her hair, she eats the seeds of sesame and edible seaweed, rich in iodine and gelatine, or countless small fishes with their bones—the bones having valuable qualities for this purpose, they believe. And to combat any sign of reddish tint in black hair, the back fin of salted salmon is eaten toasted. For a scalp friction, the Japanese woman uses an oil mixed with chopped ginger.

Afterwards, a servant massages her shoulders and spine until she is completely relaxed, or she may call in a specialist—one of the blind people whose forte it is.

After the bath comes the important business of make-up. It is thoroughly pasted over the face with a small soft brush. First, a cream or lotion, then a liquid white over which is sprayed a fixative. Thus, a head and neck of plaster-white porcelain is mounted on a darker body—seductive and vital under a couple of kimonos (she often wears two or three) and an undergarment that is a cross between a petticoat and a pareo. (Shorts, bloomers,

or step-ins are entirely unknown.) In the theatre, women sometimes coat their arms and legs with this white plaster mask, but, generally, they are not at all afraid of the contrast between a plaster-white face and the naturally dark skin elsewhere.

Rouge, very peach blossom in colour, is placed at the temples, under the eyes, and on the eyelids to encourage a bulging convex shape and a slightly excited expression. Powder is put on again, so much on the upper lip that it sometimes half disappears as though it had bitten into a rice-cake.

On the lower lip (which she is not afraid to see protruding in a sensual pout) she applies a dark and violet rouge. It is a dry rouge, held in a small saucer or shell, and she wets her finger to apply it—only on the lower lip, strangely enough. It leaves on the lip a golden reflection with a touch of violet. This rouge is called *beni*.

Renouncing make-up, the old-school Japanese women simply lacquered their teeth black. This preserved them, they said, and drove away temptation. In the nineteenth century, it was fashionable to appear to the American dentist for a sumptuous mouth-mosaic—gold and enamel alternating in a glittering array. And to-day, a high price is paid for porcelain teeth.

The Japanese woman blows her nose with fine rice-paper, lighter than a petal, softer than a butterfly's wing, but when she laughs or cries, she uses her sleeves. Her towels are narrow bands of cotton called *tenegui*.

The Japanese woman carries in her bag, or in the four yards of her brocaded obi, loose leaves of *aburagami*. These leaves of absorbent paper are passed over her nose to remove the shine. Besides these, she carries powder, rouge, cream, toothpicks, and a little alcohol with cotton for her fingers—in an excess of hygiene.

BEAUTY IN ACTION

A traditional Japanese woman never shows the palms of her hands—it is considered unchaste. But she keeps them supple by light, fluttering exercises which the dancing masters have taught her. And then, too, she juggles for amusement from childhood on. Her nails, polished with ashes of magnolia wood, are extraordinarily fine, and her hands, rubbed with fresh honey, have no wrinkles.

Thanks to sports, the Japanese woman has lost the twisted legs—a tragic consequence of generations of sitting in a kneeling position and of being carried during infancy astraddle on an adult's back. Her breast is freed from the obi. She never wears a girdle, of course. Swimming, skiing, running, camping have transformed her bearing. But it is still the Japanese dance, slow and precise miming of poetry, to which she resorts for grace and suppleness.

If I speak of her perfumes—the sachets from Kyoto hidden in the sleeves like stolen fruit, her kimonos permeated with incense in a chest before worn—I say nothing at all. These are nothing compared to the supreme beauty of her naked foot, pumiced with magnolia ashes, or to her greatest charm—her spontaneity check-reigned by decorum to achieve pure harmony.



PECK & PECK



Right off the boat...in the nick of time for Christmas giving...come Braemar's "Cobweb Twin" sweaters!

These celebrated Scotch ambassadors of good-will are knitted of finest cashmere. They're as soft as silk and smart as punch.

White, light blue, mauve, dusty pink or navy are the colors. Pullover \$12.75, Cardigan \$15.00



PECK & PECK-FIFTH AVENUE

PHILADELPHIA • ST. LOUIS • WHITE PLAINS • DETROIT
BOSTON • MINNEAPOLIS • CHICAGO • CLEVELAND

CASH

AND CHRISTMAS!

How to enjoy Christmas shopping: . . . build up a nice little cash reserve to meet the impending bills of a cold, gray January.

You can do it by writing immediately—and starting a business of your own under the sponsorship of Vogue. It won't take all your time—it's fun to do—and it certainly brings in the profits. If you want the whole story of Vogue's plan, just write us a note.

VOGUE'S BUSINESS BUREAU
GREENWICH, CONNECTICUT

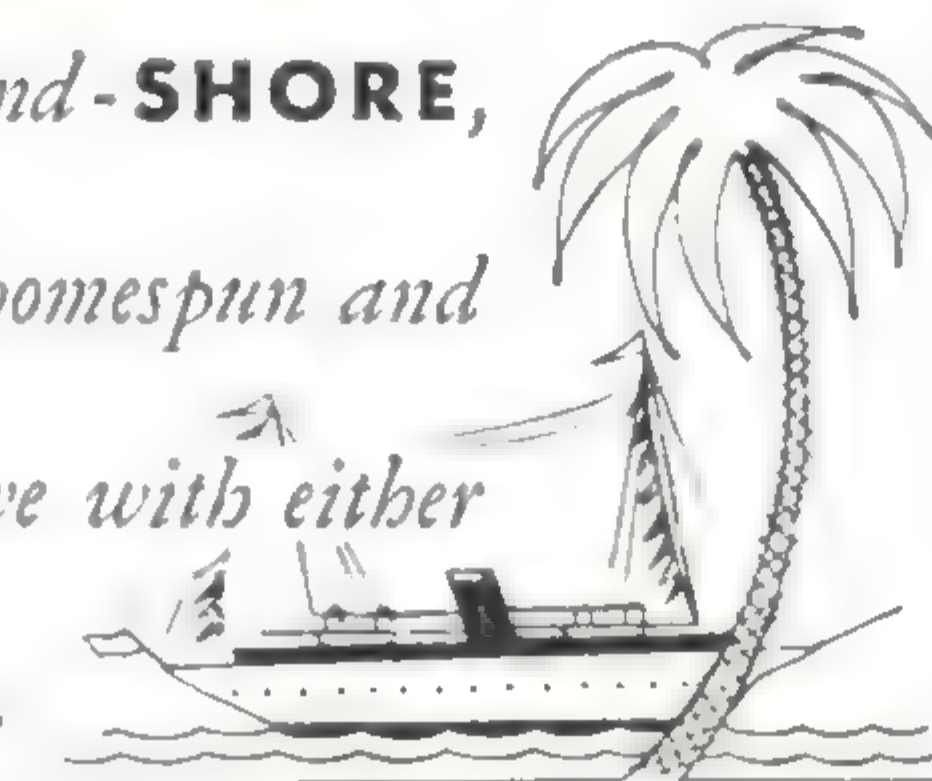


FOR your southern sojourn! A new Stetson with character in contrasts: Shallow crown, deep brim. Light pastel felt, deep-toned suede band with metal trim. At fine stores. John B. Stetson Company, 358 Fifth Avenue.

STETSON HATS

MRS. Franklin inc.

introduces **SHIP-and-SHORE**,
the hand-knitted cruise coat, in homespun and
zephyr wool that is equally effective with either
light or dark hand-knitted suits.



NEW YORK • BOSTON • PHILADELPHIA • HAVERFORD, PA.

SHOP-HOUND'S GIFTED IDEAS

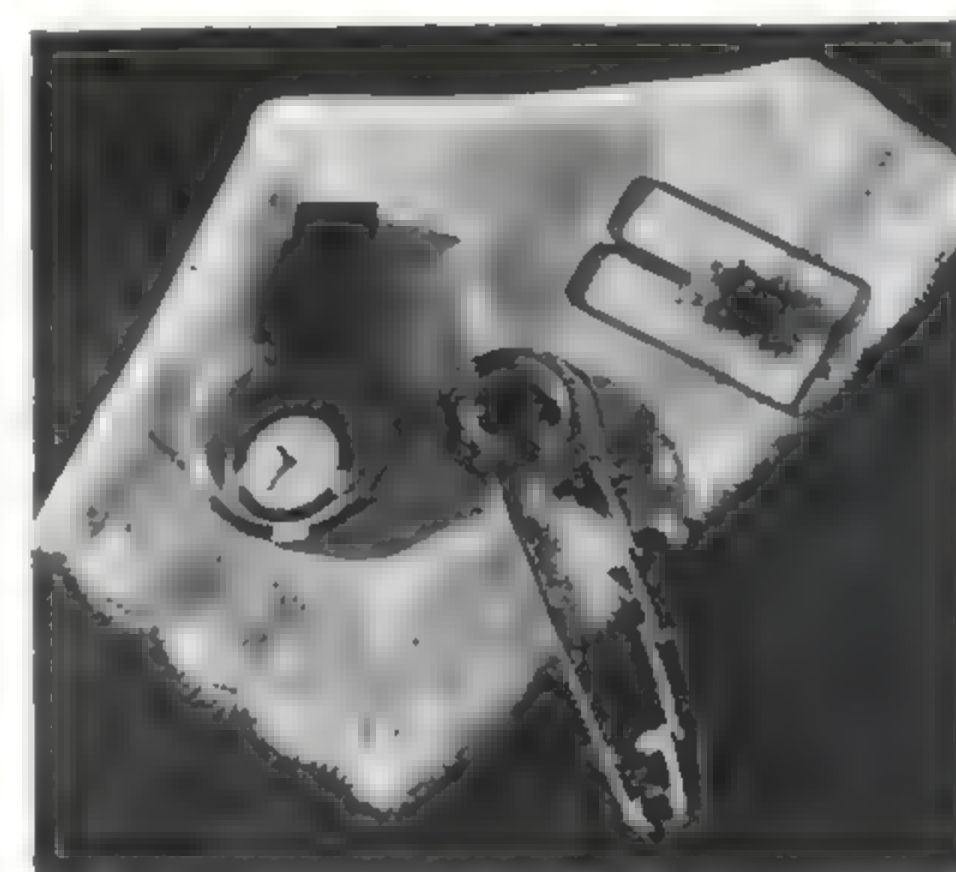
(CONTINUED FROM PAGE 68)



BAG: LEILA RANGER. GLOVES: BEST



FORTNUM AND MASON



UNUSUAL ACCESSORIES

- Here are some hot suggestions for that vast army of last-minute Christmas shoppers
- Leila Ranger designed the reindeer bag above, with a Chinese figure sitting on the fastening. Give this to your very best friend. The hands holding it are wearing dusty-pink (the newest colour to put on your hands by day) doeskin gloves by Kislav; from Best. If you're a glove-giver, you'll be crazy about them
- The hunter of wild beasts also provided the material for the brown antelope jacket, in the Fortnum and Mason outfit (right). The cap and mittens are to be had in several colour combinations (about \$18 a set)

- The first spiritual want of a barbarous man is decoration, said Carlyle. So if you're just a barbarian, the jewels above should satisfy your primitive craving. The large safety-pin is set with onyx and culture pearls and costs about \$22 at Leila Ranger's. The gold money clip with a jewelled beetle is a way of keeping money tidy—if you have any, that is. From Alice Marks (about \$6)
- Grandmama wore a timepiece on her bosom, but it never looked like the steel watch from Bonwit Teller, that you pin on your lapel or keep in your hand-bag
- The three pieces of jewellery in the photograph above repose on a linen handkerchief, edged with Valenciennes lace; from Bergdorf Goodman

- The Burden Littell Entertainment Bureau, at Saks-Fifth Avenue, says that pianists, black and white, are as popular as ever at grown-up parties. Children, whilst faithful to our old friends the marionettes and magicians, are particularly fond of Mickey Mouse movies, this season, and Walt Disney's Silly Symphonies—a program of one of the former and two of the latter costs around \$65, but silent pictures can be hired for about \$25. Most regular-run films can also be obtained. The Bureau once sent a circus act composed of three ponies, four dogs, and five monkeys up in the elevator to a New York apartment, which shows that, on demand, it is equal to practically anything

- The Party Mart, at 510 Madison Avenue, is never happier than when it is asked to think up stunts for a party to revolve around. This shop has an idea for an "Angelic Party," to be carried out in blue and silver, that should be a romp, and a collection of joke gadgets (such as a tulip, out of which jumps a caterpillar—the invention, obviously, of a dispirited gardener!) that make the children die laughing or fail to provoke a smile, depending on childish risibility

For the first time it may truly be said...

"THE PERFECT CAR FOR WOMEN"

THE V-8 CONVERTIBLE COUPE \$1725
Series 60



The new Cadillac V-8, Series 60, is distinctly a woman's Cadillac. . . . It is a woman's Cadillac because it handles as easily as the lightest of light cars. . . . It is a woman's Cadillac because it has the priceless quality of safety conferred by weight, that "weight-safety" for which there is no substitute, and to which hydraulic brakes and steel construction are merely adjuncts. . . . It is a woman's Cadillac because it hugs the road on curves or straightaway at any speed, and because its weight is balanced by a motor which gives the car the

wings of the wind. . . . It is a woman's Cadillac because it is the embodiment of quality and distinction, a car which socially outranks all others not of its class. . . . And it is a woman's Cadillac because it is the first really fine car in the world to be offered at a price consistent with a modest budget. . . . This new Cadillac, as well as its companion cars, the new La Salle and the new Cadillac-Fleetwoods, is now on display at all Cadillac-La Salle dealers. You are cordially invited to see it today. It is certain to prove a revelation.

Prices list at Detroit, and subject to change without notice. Special equipment extra. Easy G.M.A.C. Terms.

CADILLAC • LA SALLE • *Cadillac* FLEETWOOD

*The
Royal Family
of Motordom*



PRODUCTS OF GENERAL MOTORS



YOU ARE A GUEST OF HONOR when your host serves you wines and liquors that bear this Mark of Merit!

This Mark of Merit, which gleams from the world's most distinguished wine and liquor bottles, is accepted throughout the land as an unmistakable symbol of *good taste*. And so... in this season of festive entertaining, when you wish to pay your guests a truly gracious compliment... may we suggest that you bear in mind

this Mark of Merit. Regardless of the type of wine or liquor you seek, or the price you wish to pay, it is your trustworthy guide in buying, your promise of utmost value... your assurance of *Schenley* quality!

Schenley's Ancient Special Reserve
The treasured 11-year-old straight rye whiskey, bottled in bond under U. S. Gov't Supervision... last of a limited supply. Each bottle numbered.



*Old Schenley
Straight Whiskey
Bottled in Bond
under U. S. Gov't supervision*

Never sold until 4 years old. Old Schenley bears the Mark of Merit.

Copyright, 1935, Joe. S. Finch & Co., Inc., Division of
SCHENLEY PRODUCTS CO., INC.

The House of **SCHENLEY**

SHOP-HOUND'S GIFTED IDEAS

(CONTINUED FROM PAGE 76)

• Gerard has a marvellous collection of all kinds of unusual vases, which he will, if you like, fill with flowers. Flowers included, the prices begin around \$3.50, and you can leave everything in Mr. Gerard's artistic hands—just give him the name and address of the recipient. He also makes winter arrangements of dried foliage, cones, and berries in pottery bowls



FLOWER-FILLED VASE: GERARD

• Abercrombie and Fitch have assembled a really remarkable collection of genuine, more than fifty-year-old carriage lamps, at \$15 a pair, which have been wired for electricity. They should look fine hung at the entrance gates of country estates or outside front doors. It makes me happy to think of carriage lamps being rescued from dusty lofts and gloomy attics, and once more leading active and useful lives

• Shoals of things French are arriving by every European boat for Mr. Leon Kargère, of Kargère, Inc., on Madison Avenue at Fifty-Fifth Street (note the new address). A luncheon set, for instance, of coloured linen, with a lively-looking duck in appliqué glancing unconcernedly at a bunch of turnips—symbolical of France's favourite meal. Seventeen pieces cost about \$30

• And coloured linen hankies, with an embroidered flower or animal, in cardboard boxes bearing such sentiments as "*Et puis, voici mon cœur,*" or just simply "*Noël*"; also small bamboo boxes that are copies of the flower baskets you see in French flower-markets

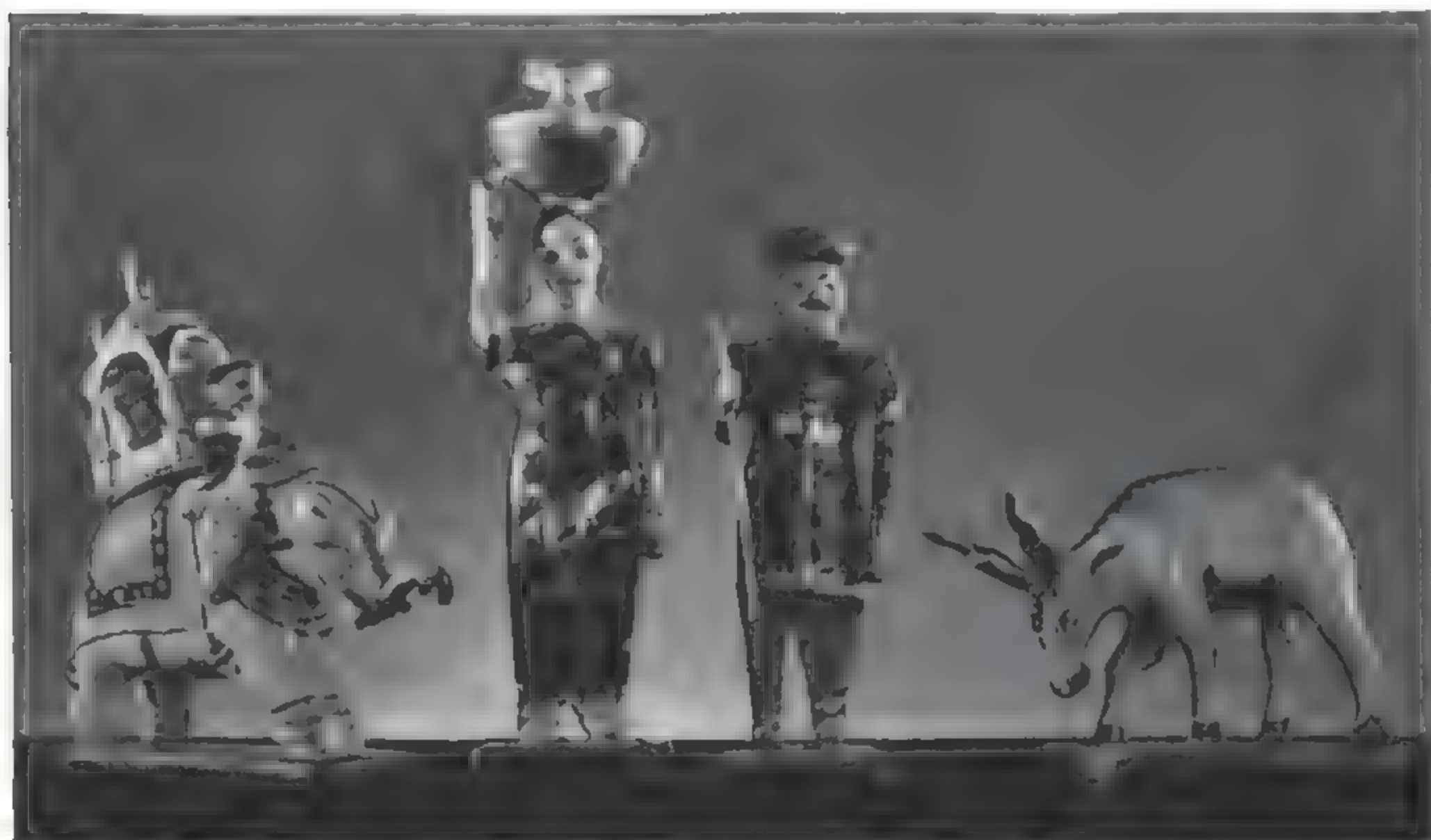


JEWELLERY FROM LEILA RANGER

• The onyx-and-oxblood-coral bracelet and coral-and-silver ring, speaking for themselves, left, are from Leila Ranger

• Crosley makes a small radio called "Travo," suède covered and with a handle, so that you can carry it wherever you go and need, therefore, never be alone with your own thoughts. About \$25; Haynes Griffin

• People who have been visiting Maharajahs will be amused by the papier-mâché figures, below, from India. They cost between .75 cents and \$1.50



NELSON

INDIAN FIGURES: GERARD

for the first time . . .

Cashmere

SWIM SUITS

LOOK FOR

**GENUINE
CASHMERE**

THIS LABEL

Like Swimming in Your Skin!

The water nymph's dream come true. A swim suit so soft, so light, the wearer is not conscious of its presence. It provides the freedom one experiences when "swimming in the skin".

Its soft, closely woven yarn hugs the body, emphasizing and slenderizing the form. Quick drying, its comforting warmth and soft caressing touch add a heretofore unknown thrill to swimming.

Made of the finest imported Indian Cashmere, with just the right amount of pure Australian Zephyr to insure wearability. Classic styles, exclusive weaves, knitted on imported British machines; and a gorgeous array of colors make SHEPHERD CASHMERE SWIM SUITS the Beach Sensation of the season.

ASK YOUR DEPARTMENT STORE OR SPECIALTY SHOP.

SHEPHERD CASHMERE
Specialists
1370 BROADWAY ~ NEW YORK



"THE CROWN TAG ON EVERY DRESS MEANS
LABORATORY TESTED FABRIC CONSTRUCTION.
COLOR FASTNESS AND DRY CLEANABILITY."

There's a special atmosphere about a Marinette dress and a starlit night that not only stirs up your vanity but radiates a romantic charm. Ultra-smart in every detail, this delicately fashioned "Sunday Night Knit" is extremely captivating for informal wear during your brilliant season of Southern exposures. "A Fabric Created of Crown Rayon . . . It's Tested",

MARINETTE KNITTING MILLS • MARINETTE • WISCONSIN

Marinette
THE ARISTOCRAT OF KNITTED WEAR

FURNISHED TO CANADA BY THE KNIT-TO-FIT MFG. COMPANY, MONTREAL



ART FOR HOME'S SAKE

(CONTINUED FROM PAGE 56)

We thought you might like to know something more about the artists responsible for the various paintings and sculptures shown on pages 56 and 57, so here are a few sidelights:

William L'Engle is an American-born painter who has achieved distinction chiefly through his sensitive and unusual water-colours of native subjects, ranging from Harlem to Cape Cod. He had a show at the Passadoit Gallery, at 22 East Sixtieth Street.

Russell Aitken, the creator of the little Negro boy with the 'possums, lives in Cleveland and is an expert in the art of ceramics, combining a true sense of form and colour with sly and penetrating humour. His statuettes have been shown at various exhibitions and bought by a number of collectors. His next show will be at the Walker Galleries, at 108 East Fifty-Seventh Street, December 9 till 25.

Dorothy Greenbaum, who sculpted that charming and pensive lady in roseate stone, is a young American artist.

The Mexican-looking head of wood, with its shining chromium shawl, is, oddly enough, from Vienna. Rena Rosenthal has several other little sculptures made by the same hand of the same materials—seals, penguins, horses' heads, dancers—all delightful.

The Vicomtesse de Vaulchier is a young American woman who, until this year, was known chiefly as the

creator of decorative panels and screens. Last winter in Florence, she turned to a very simplified and highly effective form of portraiture, and painted the leading personalities in Florentine-American society. She achieves a likeness in very few sittings—sometimes only two—and frames the finished portrait in a striking square white frame of her own design. Her portraits were shown in the Arden Galleries, on Park Avenue.

Alexander Brook, the painter of "Bacchante," should need no explanation. He is widely acknowledged as one of the leading American artists, and his work hangs in the best modern collections in the country. In New York, the Downtown Galleries, at 113 West Thirteenth Street, are the headquarters for his canvases.

Weyhe's, at Lexington Avenue and Sixty-Second Street, is a treasure-trove of inexpensive art—books, sculptures, paintings, prints, and such charming stencils as the one reproduced. As for the luscious, shining wooden kitten—irresistible to touch—Heinz Warneke carved it, and that means it's good.

Orozco, as you must all know, is one of the Big Three in Mexican art; famous for his mordant, dramatic, and magnificent lithographs, paintings, and sketches of Mexican life—revolution, war, peons, workers, religion. To own any work of his is to own history.

DESIGNS FOR DRESSMAKING



• If you will turn back to pages 62 and 63, you will see these models right-about-face and in the new colours of the new season. Designed for sizes 7213, 414, 413, and S-3858, in 12 to 42; 412, 7223, and 7218, in sizes 12 to 40; S-3856, in sizes 12 to 20; 30 to 38; and 7221, in sizes 12 to 41

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 360 ADELAIDE STREET, WEST, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 82.

THE COLLEGE MAN'S VOTE

(CONTINUED FROM PAGE 26)

And we liked the terse description of a Yale Junior of his favourite evening gown: "Black."

All over the country they like little jackets with evening clothes. And fur trimming. They feel very strongly about your being comfortable, too: "I hate to dance with a girl who complains of being too cold or too hot." (Notre Dame.)

"For heaven's sake do away with trains. Ditto muffs that drop. Ditto long earrings that dangle and ditto do-johnnies in the hair."

We ventured farther afield from fashion in our next request: Number in the order of their importance these qualities in a girl:

Neatness	Distinction
Vitality	Sweetness
Sex Appeal	Style
Beauty	

Here's the final rating, made from the first four choices on every ballot:

1. Vitality	5. Style
2. Sex Appeal	6. Beauty
3. Neatness	7. Sweetness
4. Distinction	

There's a pretty comment on this year of grace: vitality first and sweetness last. Any number of hard-boiled juniors and seniors went so far as sim-

ply to cross sweetness entirely off the list. Here again, it was only the boys from Johns Hopkins southward who kept it in the batting at all.

A certain Harvard list was revealing. Their helpful numbering on our list ran like this: 1. Sex Appeal, 7. Neatness, 7. Vitality, 7. Beauty, 7. Distinction, 7. Sweetness, 7. Style.

The phobia for tidiness evidenced was a surprise to us. Its high rating on the list was not on first places, but because it seemed important enough to the boys to figure in the first four on almost every questionnaire. This is a broad hint for you gals to take. You can also do constructive things about Vitality, since it can't be separated from health. Sex appeal, unfortunately, is supposed to be God-given.

As to the male preference in women's day clothes, there's a unanimity of opinion that left us gasping. We asked: "Do you like to see girls in sports clothes, fur-trimmed town costumes, or severe suits?" *Sports clothes*, they shouted. The boys didn't even admit that there might be an occasion for anything else. Sweaters and skirts. Sports clothes "with a dash." Tweeds. Ankle socks and sports shoes. Suits, but not severe ones. (Continued on page 84)

SHADES OF JOSEPHINE

(CONTINUED FROM PAGE 48)

the balcony, the floor is an unbelievable calico of every brilliant hue. The full skirts are tucked up, to one side, under the girdle, showing an expanse of starched and embroidered petticoat. The bandanna may be watermelon-pink with yellow dots; the skirt and bodice pea-green with yellow stripes; the girdle yellow. One woman wears the blue and purple of a bougainvillea vine. All have gold earrings, gold chains against their dark throats, and they move with the grace of women who carry great baskets on their heads for miles without fatigue. They have been drinking raw white rum, and they are dancing the *biguine*. When I saw the *biguine*, I blushingly retreated to the balcony, from which nothing could dislodge me.

After carnival, the year's great festival, the island settles down to the routine of a busy country where life must be gained, and the sugar must be ground.

For sugar is the god of Martinique. Every valley between the volcanoes sways with cane. In a single year, the exports have been a quarter of a billion francs of rum and sugar. France is her customer, and, in return, every shirt and shoe, every awl and gimlet on the island come from France. The genius of the French is present, too, in her civic economy. In Martinique, the world in the streets and roads is well-fed and happy, clean and good-humoured. And beautiful.

This is Martinique's talisman—the beauty of her people. There are few real blacks here. Of the quarter million inhabitants, all but a few thousand are a mixture of white, Negro, and Carib, ranging from a handsome copper-gilt colour to the melting olive skin that you have seen behind balconies in Seville or Marseilles.

To the still infrequent visitor, the

hospitality is overwhelming, and one can not attend one lunch or dinner without being invited to two others. In addition to living comfortably in their open, veranda-ed houses, the Martiniquans eat exceedingly well. The cuisine is spicy, with lime-juice, garlic, pimento, and cloves. All green vegetables are abundant at any time of the year, and, while meats are not fine, the amazing fruits of the sea make up for the loss. The great clawless lobsters, the flying-fish, the dolphin steaks, the fresh tuna, the unnamed citizens of the deep come cheap and fresh from the ocean that is only a few miles from any one's door.

Good roads permit you, with leisure, to go to all parts of the island. The sun on the beach at the Lido through lazy mornings . . . fishermen hauling their seines at dusk onto the beach of some little village . . . the trees with orchids on every branch, as you drive through the high jungle . . . the cool repose of the mountain pool at Font Didier . . . the charm of an old gentleman showing you through his sugar-mill . . . the sombre horror of the lava flow down Mont Pelée, with the vanished city of Saint-Pierre under your feet . . . the scenery of mountain and sea, anywhere the eye may turn . . . these are memories that Martinique holds in store.

And there will float down your memory the refrain of a song that your French nurse doubtless sang:

*"A Martinique, à Martinique,
C'est ça qui est chic,
C'est ça qui est chic.*

*Pas de veston, de col, de pantalon,
Simplement un tout petit caleçon,*

*Y'a du plaisir, du plaisir, du plaisir,
Jamais malade, jamais mourir,
A Martinique, à Martinique."*



For Him . . . For Her . . . For Them . . . For You

Dresden Package—Luxuro Chocolates or Chocolates and pastel Bon Bons.
1, 2, 3 and 5 pounds \$1.00 lb.

Daisies—Home-made Candies and Chocolates. 1 and 2 pounds \$1.25 lb.

Fruit and Nut—Luxuro Chocolates.
1 and 2 pounds \$1.25 lb.

Gold Chest—Luxuro Chocolates.
1, 2, 3 and 5 pounds \$1.50 lb.

D'or Elegant—Finest midget Luxuro and French style Chocolates.
1, 2 and 5 pounds \$1.75 lb.

(Postage not included)

Write, wire or phone to one of the stores listed below and your Christmas candy list for yourself and your friends will receive prompt attention.

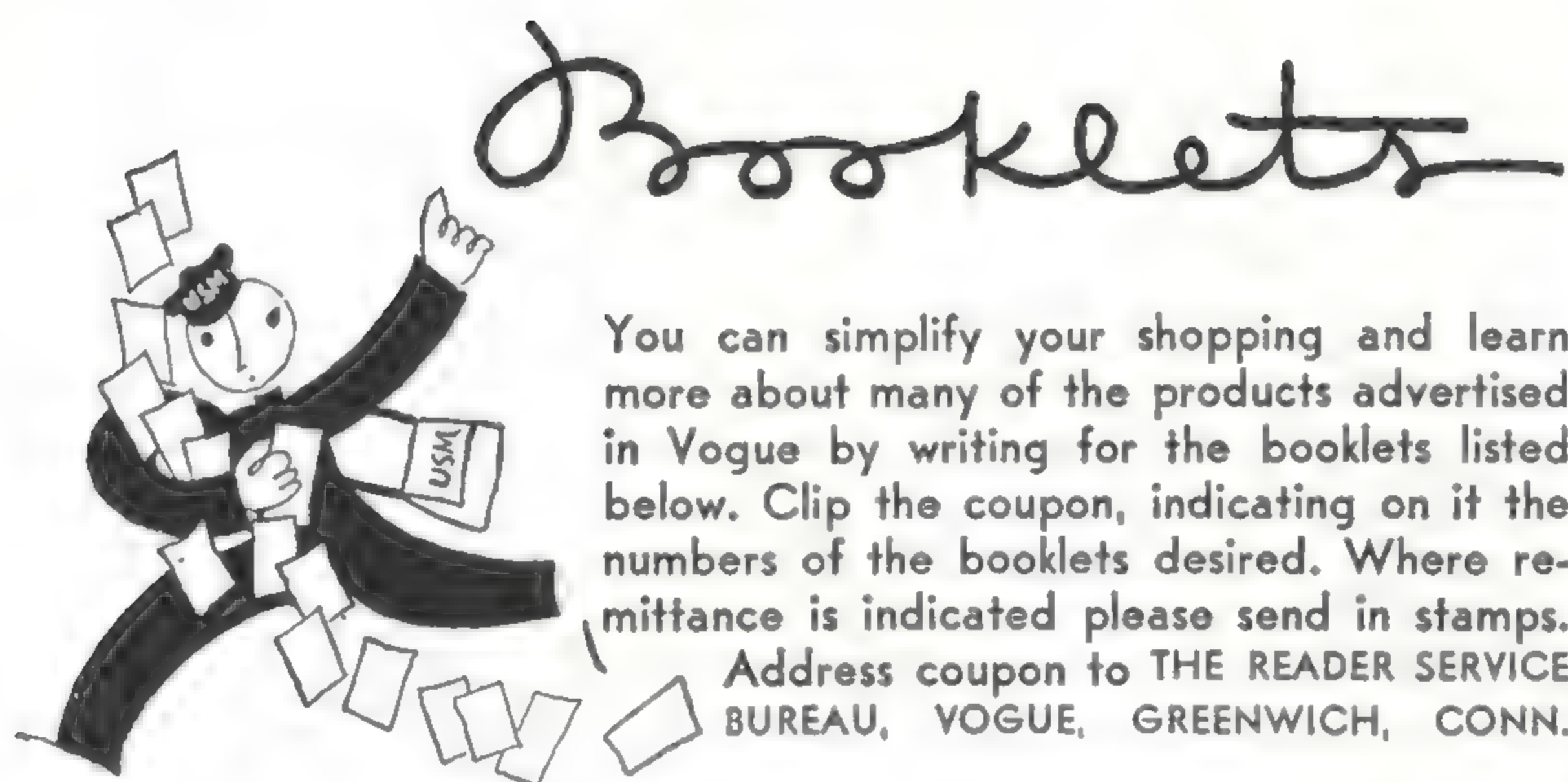
SCHRAFFT'S

556 FIFTH AVENUE, NEW YORK CITY

1216 Chestnut St., Philadelphia

418 South Warren St., Syracuse

16 West St., Boston



You can simplify your shopping and learn more about many of the products advertised in Vogue by writing for the booklets listed below. Clip the coupon, indicating on it the numbers of the booklets desired. Where remittance is indicated please send in stamps.

Address coupon to THE READER SERVICE BUREAU, VOGUE, GREENWICH, CONN.

For your Vanity

505. ELIZABETH ARDEN. "The Quest of the Beautiful" is a booklet that describes the Arden preparations, with helpful suggestions on how to give yourself treatments at home, even describing Elizabeth Arden's home course in body culture. You may receive a copy of this little book free. ELIZABETH ARDEN, 691 FIFTH AVENUE, NEW YORK.

506. PRIMROSE HOUSE. A sample jar of DELV, a cream that cleanses, lubricates and clarifies your skin, will be sent you free, on request. PRIMROSE HOUSE, 595 FIFTH AVENUE, NEW YORK.

507. DOROTHY GRAY. "How to Use the New Make-Up" is a free leaflet telling how to use the preparations to minimize your less attractive features, and accent your good ones. DOROTHY GRAY, 683 FIFTH AVENUE, NEW YORK.

508. POND'S. Samples of Pond's Cold Cream (enough for nine treatments), two other Pond's creams, and five different shades of Face Powder will be sent you if you enclose ten cents to cover the mailing costs. POND'S, CLINTON, CONNECTICUT.

509. JOHN H. WOODBURY. Advice for the care of your skin will be sent you, if you write giving your complexion faults. Tubes of Germ-free Cold and Facial creams and six shades of Woodbury Powder will also be sent you, if you enclose ten cents to cover postage. JOHN H. WOODBURY, 1059 ALFRED STREET, CINCINNATI, OHIO.

510. BARBARA BATES' new booklet, "Lovelier Hands," describes her new basic manicure. With this will be sent a "Smoothie"—a new kind of emery board to give your nails a fine finish. Send ten cents to cover mailing costs. BARBARA BATES, 330 FIFTH AVE., NEW YORK.

511. GUERLAIN. A charmingly illustrated booklet presents their many beauty products, from lipsticks to perfumes. You may receive a copy free. GUERLAIN, INC., 578 MADISON AVENUE, NEW YORK.

512. DEVON MILK PRE-FACIAL and how to use it is described in a new illustrated folder called "Prelude to Loveliness." The information includes treatments for dry or oily skins, as well as for normal skins. You may have a copy free. LONDON HOUSE, LTD., 411 FIFTH AVENUE, NEW YORK.

513. CHANEL. An interesting new leaflet about Mademoiselle Gabrielle Chanel and her perfumes will be sent you free on request. CHANEL, INC., 35 WEST 34TH STREET, NEW YORK.

For your Household

514. CHASE BRASS AND COPPER COMPANY. A helpful booklet by Emily Post, "How to Give Buffet Suppers," offers practical menus and recipes. Send ten cents with your request. CHASE BRASS AND COPPER COMPANY, 10 EAST 40TH STREET, NEW YORK.

(As the supply of many of these booklets is limited, we can not guarantee to fill inquiries received later than two months after appearance of the announcement.)

VOGUE READER SERVICE BUREAU • GREENWICH, CONNECTICUT

Please have sent to me the booklets numbered _____

NAME _____

ADDRESS _____

515. FOSTORIA'S booklet, "Correct Wine and Table Service," will be sent you free on request. FOSTORIA GLASS COMPANY, MOUNDSVILLE, WEST VIRGINIA.

516. ROGERS, LUNT AND BOWLEN. "The Modern Way to Choose Your Silver" is an informative portfolio on various silver patterns. A copy will be mailed you free on request. ROGERS, LUNT AND BOWLEN, GREENFIELD, MASS.

517. TEA GARDEN jams, jellies and preserves—and what to serve with what—are described in a booklet called "It all Depends on What You're Serving." Copy free on request. TEA GARDEN PRODUCTS CO., SAN FRANCISCO, CALIF.

518. CANNON TOWELS. A brand new booklet, "New Fashions in Cannon Towels," shows their newest designs in brilliant colours. You may have a copy free. CANNON MILLS, 70 WORTH STREET, NEW YORK.

For your Wardrobe

519. ARNOLD AUTHENTICS. Folders showing the newest Arnold shoe classics will be sent you free. M. N. ARNOLD SHOE COMPANY, SOUTH WEYMOUTH, MASS.

520. MAIDEN FORM Brassières and Foundations. A new style booklet showing the latest models in "streamline foundations" and brassières will be sent to you free, on request. MAIDEN FORM BRASSIERE COMPANY, 200 MADISON AVENUE, NEW YORK.

521. SHOECRAFT SHOES. You may have a new style folder that shows the newest Shoecraft designs, free. SHOECRAFT, INC., 714 FIFTH AVENUE, NEW YORK.

522. HAMILTON WATCHES. "Time Etiquette" is a new little book by Emily Post that you will find interesting and instructive. You may have one of these books free. HAMILTON WATCH COMPANY, 845 COLUMBIA AVENUE, LANCASTER, PENNA.

523. FOOT SAVER SHOES. There's a new fashion booklet full of illustrations and descriptions of the newest Foot Savers. Free. JULIAN & KOKENGE CO., 78 WEST MAIN STREET, COLUMBUS, OHIO.

For your Travels

524. PERU AND CHILE. Literature describing the Grace Line all-expense cruises down the west coast of South America will be sent to you free. THE GRACE LINE, 10 HANOVER SQUARE, NEW YORK.

525. CALIFORNIA via Havana and the Panama Canal. Illustrated literature about these cruises may be had free. DOLLAR STEAMSHIP LINES, 604 FIFTH AVE., N. Y.

526. HAWAII. "Nearby Hawaii" and "Tourfax" are two of the fascinating booklets describing cruises to Hawaii. HAWAII TOURIST BUREAU, 4 MAIN STREET, SAN FRANCISCO, CALIF.

527. INDIA. Complete information and suggested itineraries will be supplied on request from your local agent or INDIA STATE RAILWAYS, 38 EAST 57TH ST., NEW YORK.



cheer and victuals

- Merry Christmas from Schrafft's (above), in the completely modern manner. White Cellophane trees, gleaming and graceful; polka-dotted reindeer; and Santa Claus with a girl friend—inspiration for Christmas dinner-tables
- *Bonnes bouches* from Hicks (directly below). Individual jams with lace-paper frills and the same little jams done up in a basket. A wicker package of figs stuffed with black walnuts. Crocks of imported cheeses in wine
- Whitman's candy classics (lower photograph below), the handsome "Sampler" and "Prestige" packages. Candies on display in a Chase Brass and Copper mint and nut dish

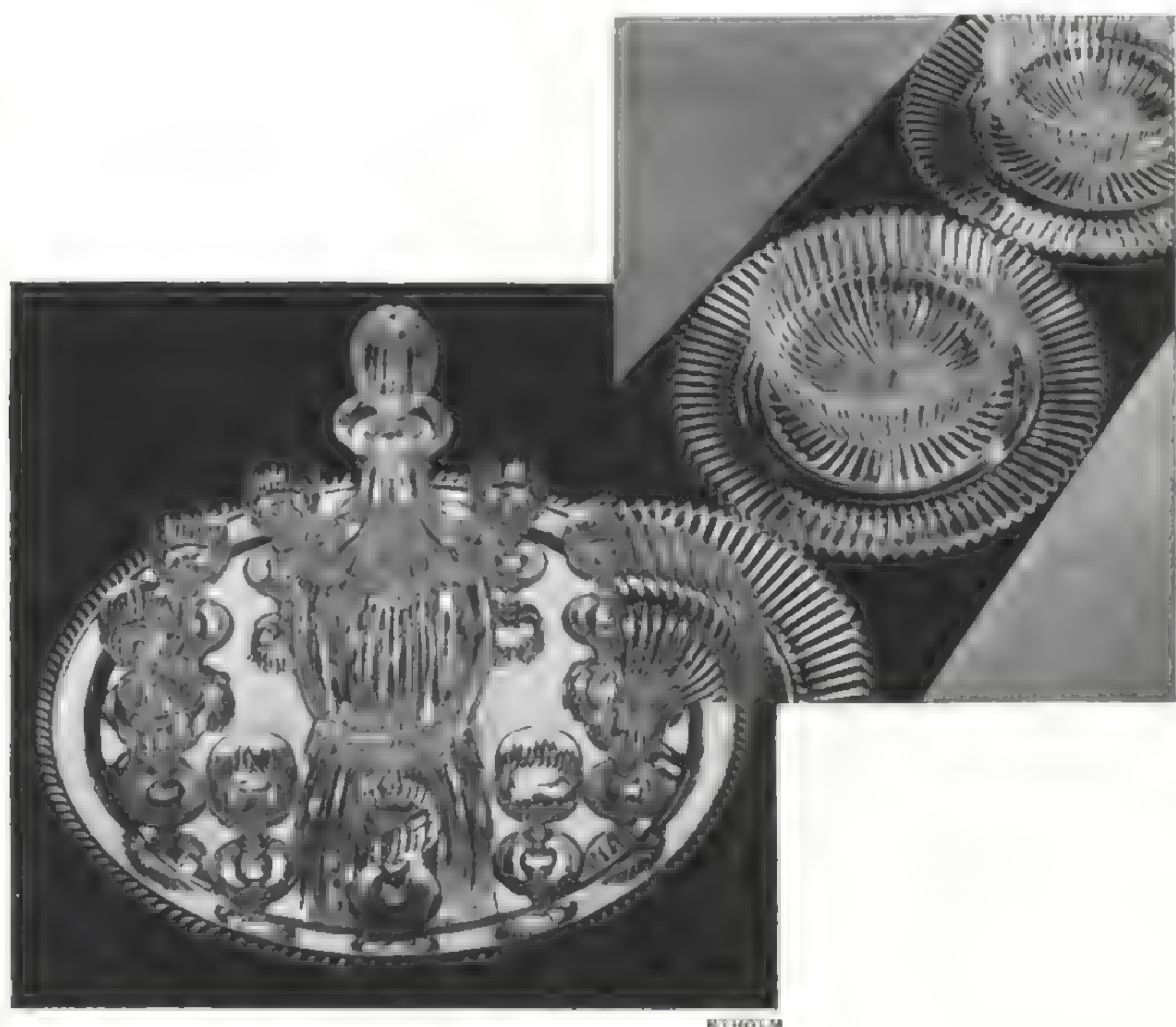


- On the opposite page, you see a gift to gladden the heart of the lover of fine glass. The bottle is beautifully hand-cut, and the glasses to match have a generous capacity for a favourite liqueur. They rest upon a fine Sheffield tray and are presented by Alfred Orlik

- The finger-bowls photographed upon their dessert-plates (extreme right), look like chrysanthemums hand-hewn from shining crystal. They are parts of a complete service, but do smart duty by themselves. If they are yours for Christmas, sprinkle "Nuit de Noël" in the warm water and put sprigs of mistletoe afloat; from Alfred Orlik



- Schrafft's merry kitchen canister (top, above), is filled with cookies, while the fine wooden salad bowl, with fork and spoon, is temporarily occupied by nuts and candies
- Amusing little nut dish (centre photograph, above); capacious vegetable dish; compact coffee-pot with cream and sugar bowl; wooden-handled fork and spoon, all done up in chromium for Christmas by Chase Brass and Copper
- Early morning breakfast set (directly above). Alice Marks imported it from England, where the idea of this succinct form of breakfast service originated. The English china is in lovely pastel shades. A gift of enormous chic



SAY, DID YOU REMEMBER TO PUT
A CAN OF DOLE HAWAIIAN
PINEAPPLE JUICE IN THE
REFRIGERATOR?



How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 360 Adelaide Street, W., Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

412	\$2.00	7209	\$.65
413	2.00	721275
414	2.00	721365
S-3854	1.00	721850
S-3856	1.00	722140
S-3858	1.00	722340
720575	722450
720730		

Cancer!

"Thou shall not be afraid for the terror by night, nor for the arrow that flieth by day; nor for the pestilence that walketh in darkness, nor for the destruction that wasteth at noonday."

PERHAPS you know someone who is dying of cancer. Perhaps you know someone who is threatened with this "terror by night . . . this destruction that wasteth at noonday." If so, you certainly will help fight cancer through the distribution to the public at large of the facts about cancer and its proper treatment.

YOU CAN DO THIS—Buy from us today one dollar's worth of the New York City Cancer Committee's Labels. Your dollar is spent in carrying on our work. The labels, used on your packages, will inform others of this campaign.

CANCER can often be cured when proper steps are taken in the early stages. A considerable part of cancer's toll is due to public ignorance of the early signs and what physicians, hospitals and clinics have to offer in the way of early diagnosis and prompt treatment. Help us to spread this vital information. Think of the patient who

comes too late for treatment and who, had he been informed, might have been saved at an earlier time, and you will join hands with us today.

NOTE—If you live out-of-town, write for full information, free of charge, to the American Society for the Control of Cancer, 1250 Sixth Avenue, New York.



THIS COUPON will bring you 10 labels. Cut it out, sign, and mail it today, with your check or a \$1 bill.

NEW YORK CITY CANCER COMMITTEE
150 East 83d Street, New York
For the \$1 attached, send me 10 labels. Also send, without charge the new pamphlet, "On Health's Highway."

Name _____
Address _____
City _____
State _____

MORE CRUISE NEWS

(CONTINUED FROM PAGE 42)

Let us say that you are taking a cruise to the West Indies on any of the boats leaving New York this winter. You may know that the weather will be perfect, the Caribbean serene and blue, that you will see the famous church of San Pedro at Cartagena, the asphalt lake in Trinidad, Morro Castle in Havana, Paradise Beach in Nassau, and that an armful of orchids at Carácas can be bought for the price of three single flowers on Madison Avenue.

But what you may not know—is exactly what clothes to take along. The shops are all ready to help you with advice and clothes. Miss Jane C. Lundbeck, at the Cruise Shop at Saks-Fifth Avenue, is full of innumerable suggestions.

- Luggage, first of all, should include a steamer wardrobe trunk, a hat-box, a suitcase, a water-proof beach bag, a duffel-bag for extra purchases you're bound to make, and an overnight bag well stocked with beauty preparations.
- Wave good-bye in a dark wool sports dress and fur sports coat or a suit and a warm top-coat. Wear a small soft hat, because the next day, you'll repeat the same outfit, and your hat should allow you to sit back comfortably in a deck-chair. The second day out, you'll still want your sports coat, but under it will be a lighter coloured wool or knitted dress, or a sweater and skirt. The third day, a pastel coloured, light-weight dress will be warm enough. Everything you take for the first three days, you will repeat the last three days. Incidentally, it is wise to take a white or pastel top-coat—and do throw it over your arm on the drive from La Guaira to Carácas.
- After three days, you are in tropical weather, and out come wash silks or linens or cotton dresses of Pepperell sheeting—that material that is so chic this year and launders beautifully. Five—or more—dresses of this type at least! Tailored ones are smartest. Have a wide-brimmed toya or Panama hat for shore trips.
- Comfortable, light-weight sports shoes with sensible heels are important. One pair for shore trips should be half a size larger than usual—feet have a way of swelling in the tropics.
- Deck sports. You will want two bathing-suits, a beach robe, a pair of slacks, or a beach dress to pull over your bathing-suit. For deck games, shorts and a halter-neck top or shirt. But beware, on most boats, shorts and halter-neck tops or just bathing-suits are not permitted on the promenade deck. That spot is reserved for the more conservative. Don't forget sun-glasses—two pairs; berets and knitted caps (it's usually blowy and disastrous to a new wave); sun-tan oil and lipstick and powder to use after you've turned the coveted *café au lait* shade. Silk jersey lingerie solves laundry problems.
- Havana, if it's on your itinerary, calls for your best sports dress or pastel coloured print. It is the only port in the West Indies where you definitely dress up.
- Evening clothes: You dress every night—except the first, when you dine in your going-away suit. Take one or two of your winter evening dresses for the first two nights out and the last two back. You dance every night on

deck, so bring at least four dresses, such as you wear at a summer resort at home: lace, prints, chiffons, linen. For Havana, or a gala night, you will need a rather formal dress. Dresses with jackets to match or mannish dinner-suits are perfect. An ermine jacket, short velvet evening coat (metal brocades may tarnish), or a cape.

- To protect your hair at night—you might wrap the chiffon handkerchief that you carry around your head, turban fashion, or tie it under your chin. And this year, there are hair ornaments to keep locks in place glamorously.
- Don't forget the Costume Ball, on shipboard. You might bring a costume along, but it is more original to make one up impromptu. One young lady made a dress out of multicolored straw hats purchased in Trinidad. Or you can buy in Panama City or Colón dresses the native girls wear at carnival time. Or turn to page 43 of this issue, and get a host of original ideas.
- And now, we ourselves, have searched the town to find amusing clothes to take along. For sports, Bonwit Teller has a divine flat-heeled Mexican pump made of strips of leather in white or blue calf, and flat-heeled sandals of white or coloured patent leather—perfect with prints and linen dresses. At Mrs. Franklin's, you'll find the dinner-suits described on page 42.
- Peck and Peck have all kinds of linen sports suits and dresses from Lanz of Salzburg. One is of red linen, its revers patched with green leaves. Some of the white linen suits have Irish-green collars. With these, wear a Tyrolian felt hat from this shop.
- For the perfect every-day linen dress, try Best. In this shop, there's a two-piece turquoise linen dress with a skirt that buttons with enormous linen-covered disks. And a brown linen dress that fastens diagonally in a V at the top. One of the best tennis dresses we've seen is also at Best's. It's of white jersey or white silk, with a gored circular skirt, no back, and no sleeves. Best also has several of the evening capes we talked about on page 42.
- For a top-coat to wear with all your resort clothes, look at the multicoloured plaid tweed coat, cut like a man's raglan overcoat, that's at Saks-Fifth Avenue. The Haile Selassie slacks described on page 42 are also at this shop.
- Bathing-suits are made of all kinds of materials: woven flowered challis, printed cottons, rough silks, Lastex, and a newcomer—knitted cashmere. Maillots and skirted models are both chic. Saks-Fifth Avenue also has those superb English suits, in white and colours that hold their shape forever.
- Mrs. Franklin has two bicycle suits that are really knee-length divided skirts with jackets. One is of navy-blue linen, with a white jacket. The other is of white linen, with a hand-knit halter.
- At John-Frederics', you'll find both the plaid and calico gloves and the ventilated linen hats mentioned on page 42. And Lilly Daché has the hair-snoods described on page 42.
- Jane Engel is concentrating on cruise clothes, at the moment. She has a heavy green linen skirt with a wool sweater top in red, green, and white that's a joy; and a simple, but formal, evening dress of matelassé taffeta in fragile shades, with yards of skirt.



To grace the proudest tree...
Christmas issues of gift subscriptions to the Condé Nast magazines will be mailed in a shining blue and silver box to make your most distinguished gift.



... because she likes clothes and entertaining and keeping a house as charming as herself.

VOGUE	1 YEAR	\$5
HOUSE & GARDEN	1 YEAR	\$3



... because he likes politics, satire, sports, and keeping up with things in general.

VANITY FAIR	1 YEAR	\$3
THE AMERICAN GOLFER	1 YEAR	\$3



... these subscriptions may be divided into units of one year each to different people.

VOGUE	2 YEARS	\$8
	3 YEARS	\$12
HOUSE & GARDEN	2 YEARS	\$5
VANITY FAIR	2 YEARS	\$5
THE AMERICAN GOLFER	2 YEARS	\$5
	3 YEARS	\$7.50
VOGUE WITH HOUSE & GARDEN	1 YEAR	\$6.50
VOGUE WITH VANITY FAIR	1 YEAR	\$6.50
HOUSE & GARDEN WITH VANITY FAIR	1 YEAR	\$5
VANITY FAIR WITH THE AMERICAN GOLFER	1 YEAR	\$5
VOGUE, VANITY FAIR, HOUSE & GARDEN	1 YR. OF ALL	\$9

ON LATE ORDERS,
A DISTINGUISHED
GIFT CARD WILL
BE SENT INSTEAD
OF THE GIFT BOX.



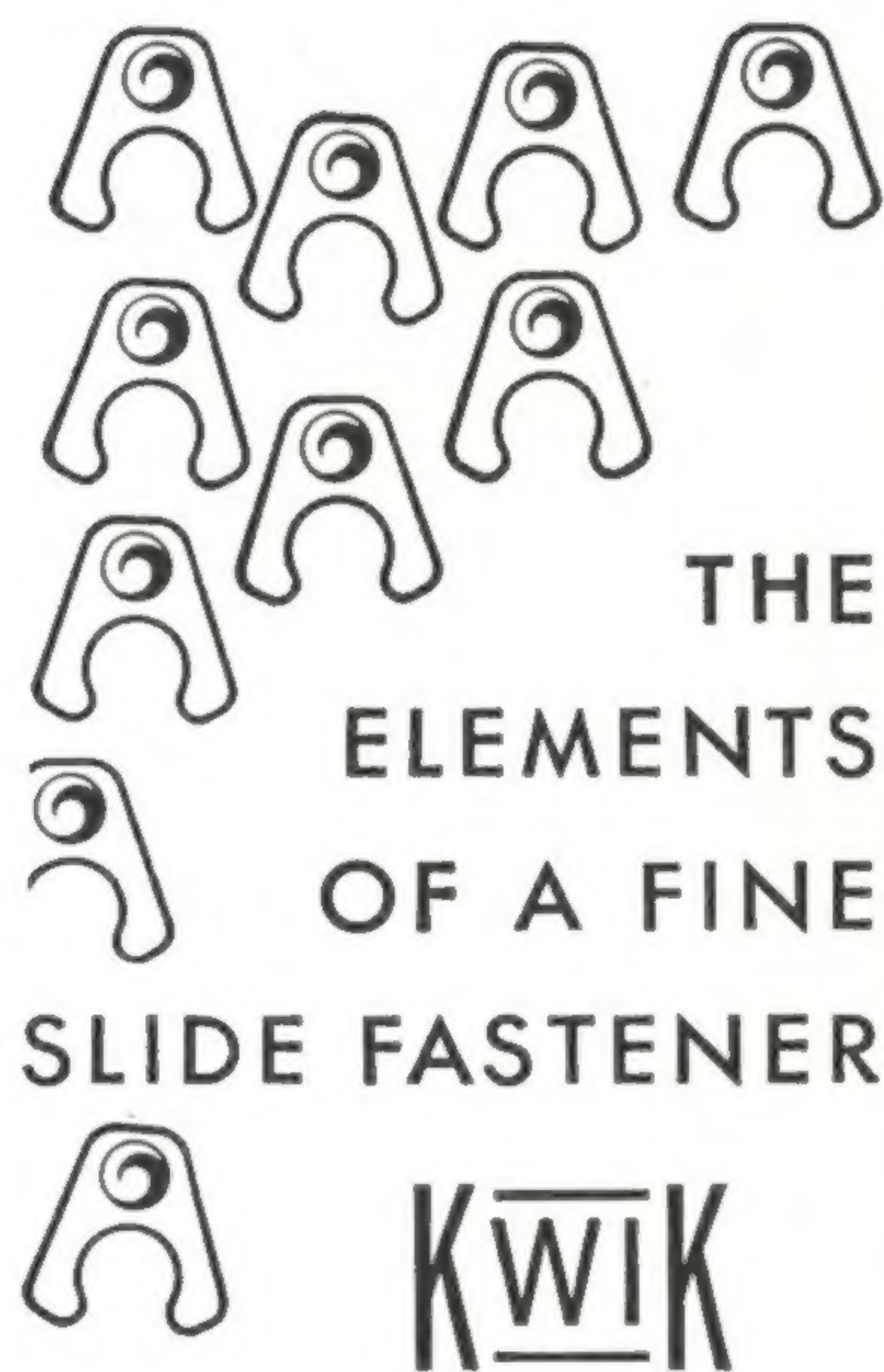
TO THE CONDÉ NAST PUBLICATIONS, INC., GREENWICH, CONNECTICUT.

I enclose \$..... to cover
gift subscription orders given below:

MY NAME _____
STREET _____
CITY _____
STATE _____

MR. _____
MRS. _____
MISS _____
STREET _____
CITY _____
STATE _____
MAGAZINE _____ NO. YRS. _____

MR. _____
MRS. _____
MISS _____
STREET _____
CITY _____
STATE _____
MAGAZINE _____ NO. YRS. _____



The advantage of a truly fine slide fastener lies in its elements. If you spread one side of a KWIK slide fastener to examine the individual elements, you can discover for yourself how carefully every corner has been rounded and how painstakingly every surface has been rubbed to a high polish. That is why KWIK assures a perfect closing but does not rasp fingers or snag delicate fabrics.

Assembled on tapes that are preshrunk to prevent puckering, the elements engage smoothly in a flat line. Their superior quality permits repeated laundering; they will not rust or tarnish. The metal pulls, sturdy yet small enough to be readily concealed, are equipped with specially designed locks for additional security. The newest separable fasteners are conveniently "wingless"—no metal strips at tape ends.

KWIK slide fasteners are available in correct sizes and weights for every type of closing from those on heavy luggage to those on children's clothes.

MANUFACTURED SINCE 1927

KWIK

SLIDE FASTENER

United States Rubber Products, Inc.
Shoe Hardware Division



WATERBURY CONNECTICUT

United States Rubber Company

HOT IN THE DESERT

(CONTINUED FROM PAGE 30)

the desert, bicycle, golf, or play tennis on the marvellous courts of the new Racquet Club, which is owned by Ralph Bellamy and Charles Farrell.

You can live almost any way that you please on the desert, from October till June, while the season lasts. You might take an adobe and Spanish house—on one of the hillsides or in the valley; or an apartment in Palm Springs itself. You'll feel as if you had your own house if you stay at the Desert Inn or The Oasis, where you live in the bungalows scattered over the grounds, sun-bathe on your own front door-step, and eat delicious meals in the main dining-rooms. The Desert Inn has its own pool.

If you want more gaiety and a chance to wear your smartest clothes, you will choose El Mirador, the hotel with a white tower standing picturesque and Spanish against the brown mountains. Behind the long room where you dine and dance, a huge swimming pool sparkles blue in the sunshine.

If, on the other hand, you want to get away from it all, you might go to La Quinta, near Indio and twenty miles over the desert from Palm Springs. Here is a huge hotel—Spanish again—with bungalows and main buildings, tennis-courts, pool, and horses. It is like an island in a sea of rippling sand, with the mountains dark behind it—and you feel adventurously remote in the midst of complete comfort.

There are still the ranches—Deep Well Guest Ranch, just out of Palm

Springs, Smoke Tree Ranch, near-by, and B-Bar-H Ranch, in the Coachella Valley, ten miles away and intriguingly in the middle of nowhere. At both, you live in small cottages, simply but charmingly furnished. At Deep Well, there is a school for those who come for the winter and bring the children. At night, you gather in the large, attractively furnished living-room, in front of a roaring fire—which you need, surprisingly. Smoke Tree makes a point of being simpler and even more Western.

As to clothes for any spot on the desert—it's a good idea to buy most of them when you get there, since no one brings quite the right number of quite the right things, if one hasn't been there before. Shorts, slacks, and riding-clothes are most important, with some sports clothes and evening clothes. You will see a lot of "desert cloth," which looks like blue denim. And you will find that yellow is a perfect colour against the desert background. Bullock's has an excellent branch at the Desert Inn, and Magnin has one at El Mirador.

Wherever you stay on the desert, you must go for cocktails at the Del Tahquitz Hotel, which is built in Indian style. In the bar, you sit on real saddles on small wooden horses, and there is always a crowd. And you must go, too, on at least one of the breakfast rides out of Palm Springs. No motors are allowed, but, if you don't ride, you can go in a tally-ho, which is fun.

COLD IN THE MOUNTAINS

(CONTINUED FROM PAGE 31)

Unless you're very blasé, the trip begins to be exciting several hours before you get there. If you don't drive, you take a train to Merced, eighty-odd miles from the Park, and go in by bus—first across flat California country, then over a low range of mountains and into the timber, where the trees seem taller and straighter and more stately than anywhere else and the scenery makes you use as many adjectives as a travel folder. The roads are kept open by the Government, as the snow is deep from November until spring.

Only the Ahwahnee Hotel and Yosemite Lodge are open during the winter. The Ahwahnee, close against a mountain, is large, elaborately equipped, and—in its Indian motifs—extraordinarily in keeping with the setting. But if you're a ski-enthusiast, you won't spend much time in the hotel before starting for the ski slopes. It takes forty minutes to drive to them—up a steep, breath-taking road, with one hairpin curve after another on the very brink of a precipice. Snow-plows keep the roads clear, and deep banks of snow make them less terrifying (and really safe). There are mild slopes for beginners, steeper and longer ones for better skiers, and some that wind for miles down the mountains, for the experts. There are conveyers, locally known as up-skis, to bring you back to the top.

Back on the meadow, where most of the skiers gather, is the new ski lodge—a big, comfortable log cabin with a lounge, a restaurant, a bar, rooms for ski renting and ski waxing, and a terrace across the front, where

you can sit in the sun and watch the tumbles. If you're ambitious, you can take private lessons or join a class, under the instruction of Hannes Schroll, who comes from Vienna and who is the Austrian Slalom Downhill and Jumping Champion, and the 1935 Slalom Champion of America.

If you're not a skier, you may be a skater and haunt the big rink near to Ahwahnee—flood-lighted at night, with music both afternoons and evenings. And you're certain to spend some time on the four-track toboggan—where, again, a conveyer lugs you comfortably to the top—and to do some sleighing in one of the horse-drawn cutters or a sled drawn by huskies.

Most of the skiers at Yosemite wear simple black or dark blue outfits, many of them bought or rented at the general store there in the Park. It really is a "general" store, incidentally, and you shouldn't miss visiting it. But don't think the ski clothes aren't professional. They come from Switzerland, Norway, and New York, and save your life if you haven't stocked up at Bullock's-Wilshire or J. W. Robinson in Los Angeles or Magnin's in San Francisco.

Not far from the store is Yosemite Lodge, where you may prefer to stay, if you like to think you're roughing it. Here you live in small, heated cabins, complete with bath, and eat your meals in the cafeteria in the Lodge. It's simpler and less expensive than the hotel, of course, but among the enthusiasts around the fire after dinner, you're likely to meet some of the most distinguished visitors to the Park.

COLLEGE VOTE

(CONTINUED FROM PAGE 79)

Simplicity. Smart, but "reasonable" felt hats. "Sports clothes give a youthful figure added zest." "Sports clothes are the smartest thing ever conceived for a pretty girl." Endless underscorings!

We also asked for a sign of approval or disapproval on several details in women's dress that seem to be storm-centres. "Do you like," we asked, "very low-cut dresses?" 60% yes, to 40% no is the score. "Depends on the girl" was a recurrent phrase, although "Yowsah," was more to the point.

"Do you like perfume?" Yes, indeed, but in 80% of the answers a cry of warning: "Not too much," "Used sparingly," and the like. (One direct answer was a scrawl: "Night in Paris.")

"Do you like hair ornaments?" About 50-50 on this. Never very elaborate ones.

"Imitation jewelry?" No, no, and again no. 90% negative.

Evident make-up? Practically 100% no. One of women's greatest faults, in their estimation.

"Bright red nails?" A storm of negatives. Comments ranged all the way from "My pet gripe," to longshoreman profanity.

"Flat-heeled sandals?" About 75% no. The yesses were even a little apologetic about it, and added parentheses: "Yes, (I'm short)," was typical.

Number one general criticism that the boys have to make on the way their girls appear, is overdressing. They cry for simplicity, they want all extras eliminated. It sounds very much to us like our own Vogue battle-cry.

So does this item from a Williams undergraduate: "They buy many cheap dull dresses instead of one or two really tremendous ones." Number two fault harks back to the overuse of perfumes and cosmetics. How they hate it! How they want to be fooled by your artificial aids to beauty—never to be made aware of them.

And finally, the philosophical and poetical touches were not missing in our returns: "It is my belief that natural modest charm is far more effective than artificial fads. Though the latter attract attention for the moment like an explosive flash of light, it's the soft glow of natural feminine charm that is pleasant to watch." (Brown.)

"I like variety. What's the sense in going with a gal who never surprises?" (U. of California.) "Girls should look feminine, hence plenty of feminine stuff: High heels, perfume, etc. Dress isn't meant to be a criterion of a lady's intellect." (Yale.)

"To me, the most important rôle which dress can play in a woman's life is to accentuate her natural beauty and if possible withdraw a man's attention from what she physically lacks. . . . It would seem more important that a man does not notice individual points of attire. It is the beautiful entity which appeals to a man. . . ."

"It is thus that such an expression as a 'vision in white' has become popular. . . . In a vision we would hardly notice individual points, but rather the beauty of the complete image. And so it is with a girl. We would prefer to think of her as something remotely lovely and intriguing—not as a rational animal." (Fordham.)



ROBERT MACK

★ Peaceful languor of lovely Kona Coast exemplified by native fishermen on the sea wall at Kailua

Hawaii



★ Kailua is the heart of the beautiful Kona District—Kona the very heart of Old Hawaii. Each of the four islands—Hawaii, Maui, Oahu and Kauai—shares mutual advantages...yet each possesses exclusive attractions.

In Hawaii, Mother Nature assembles variety with a lavish hand...wonderfully harmonious and pleasant...made alive with songs and scents and flowers. Hawaii offers all the expected diversions *plus others found nowhere else*...in a setting of sunshine and coral seas...where fall and winter are but *calendar names* for her constant, perfect summer weather.

The traditions of Colonial New England have merged into a radiant Polynesian background, creating an American Commonwealth like no other. Her attractions...some inherited from the cherished past...others born of the modern present...grant her unique charm as a *place to go...to stay...to be happy*.

Within her boundaries you'll find the environment you seek. A modern city sets the stage for cosmopolitan gaiety. Palm-bordered bays and

flower-flecked valleys give the sanctuary of complete seclusion. A great university and excellent schools solve educational problems for those with children, planning an extended stay.

To go there many journey 'round the world...but your voyage is *only a scant five days* from Los Angeles, San Francisco or Vancouver, B. C. on swift liners at low fares. Two informative booklets...*"Nearby Hawaii"* and *"Tourfax"* are free at any Travel Agent or Hawaii Tourist Bureau, 221 Market St., San Francisco; 702 W. Olympic Blvd., Los Angeles.

This Bureau, with headquarters at 765 Bishop Street, in Honolulu, is a non-profit organization, maintained by

THE PEOPLE OF HAWAII

to enable you to obtain accurate information on any subject concerning the entire Territory of Hawaii, U. S. A.

COPYRIGHT HAWAII TOURIST BUREAU, 1935

HONOLULU SHOPS ARE FASHION CENTERS



"Luckies are easy on my throat"

There are no finer tobaccos than those used in Luckies, and Luckies' exclusive process is your throat protection against irritation...against cough